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CANNER PACKER

MAY 1960

CANNED • DRY • FROZEN • GLASS

a consolidation of:

CANNER and FREEZER
FOOD PACKER
WESTERN CANNER and PACKER

Kentucky glasspacker runs fresh-pack pickle line for six months every year 31

Arkansas plant of Birds Eye finds a profitable vegetable in frozen okra 34

From Hawaii will come new foods still unknown on the mainland (Cover) 39

Safe
Sure
Yellow
Pure

The Color That Nourishes

TESTED AND PROVED OK IN ACTUAL INDUSTRY USE

Beta CAROTENE Roche

WITH VITAMIN A POTENCY

Beta Carotene Roche is carotene in the most highly purified form available commercially. It is free of other carotenoids, whose variable color values and lower vitamin A potencies often cause trouble in food processing. Standardize on Beta Carotene Roche for *true carotene yellow color* without any tinge of green or red.

You'll have a better product to make your product better.

NOW 5 CONVENIENT FORMS

• DRY BETA CAROTENE BEADLETS. Type 2.4—S

Water-dispersible, free-flowing beadlets to standardize color of water-base foods. Rapidly dispersible with good stability, Roche Dry Beta Carotene Beadlets contribute a clouded effect similar to that produced by fruit insolubles. Excellent for coloring fruit drinks, gelatin desserts, puddings, dessert toppings, mellorine, confections, egg yolk products, baked goods, cheese, creamed foods, etc., with true natural yellow color. Each gram provides approximately 40,000 U.S.P. units of vitamin A as beta carotene.

• 30% BETA CAROTENE IN VEGETABLE OIL

Liquid suspension. 500,000 U.S.P. units of vitamin A activity per gram. Excellent for natural yellow coloring of foods with high fat content: margarine, shortening, lard, baked goods, cake mixes, processed cheese, egg yolk products, candies, soups, stews, frozen dinners, toppings, frostings. Easily handled: liquid at room temperature. Excellent color stability. High purity insures uniformity. Ask for free Roche technical help with all food-coloring problems.

• 24% BETA CAROTENE: SEMI-SOLID SUSPENSION

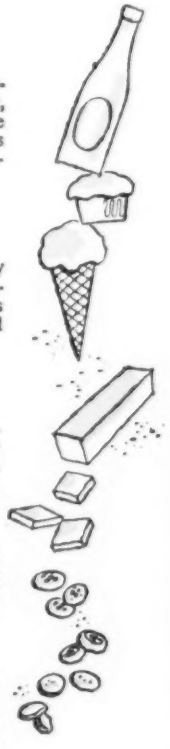
Contains 400,000 U.S.P. units of vitamin A activity per gram in vegetable oil. Semi-solid suspension facilitates exact weighing for batch control. Used for same foods mentioned above. Roche Beta Carotene imparts to foods a true, *natural* yellow color without "off" shades. Vitamin A value inherently present adds a nutritional bonus.

• BETA CAROTENE AND VITAMIN A BLENDS

Roche will custom blend its Beta Carotene and vitamin A (acetate or palmitate) in vegetable oil exactly to your specifications and package in sealed, sanitary batch-sized cans carrying labels of your formula. This is another example of the extra service margarine manufacturers and processors of other foods can always expect from Roche.

• BETA CAROTENE BLENDS IN VEGETABLE OIL

Blends of Beta Carotene Roche and vegetable oil are available to your specific requirements to a minimum dilution of 6% beta carotene. Your orders are packaged in batch-size, sealed sanitary cans especially labeled for you. Useful for processing baked goods, cake mixes, shortening and lard, cheese, toppings and frostings, candies, soups and stews, frozen dinners. Your foods receive vitamin A value at no extra cost.



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CANNER PACKER

volume 129, number 5 MAY 1960

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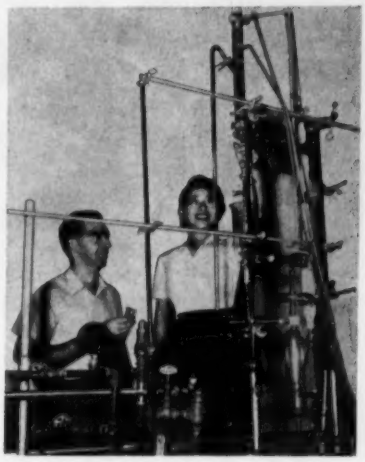

COVER: Peter Seale and Mrs. Alice Kunishi obtain volatile essence from an extraction unit in the pilot plant of University of Hawaii's Food Processing & Utilization Department. What this Honolulu research facility has already meant to the islands, and what it may mean to the world, is outlined by Prof. Edward Ross in an article in this issue, beginning on page 39. Food technologists of the University, and of other Hawaiian organizations, are hosts in May at IFT's Pacific Rim Food Conference.

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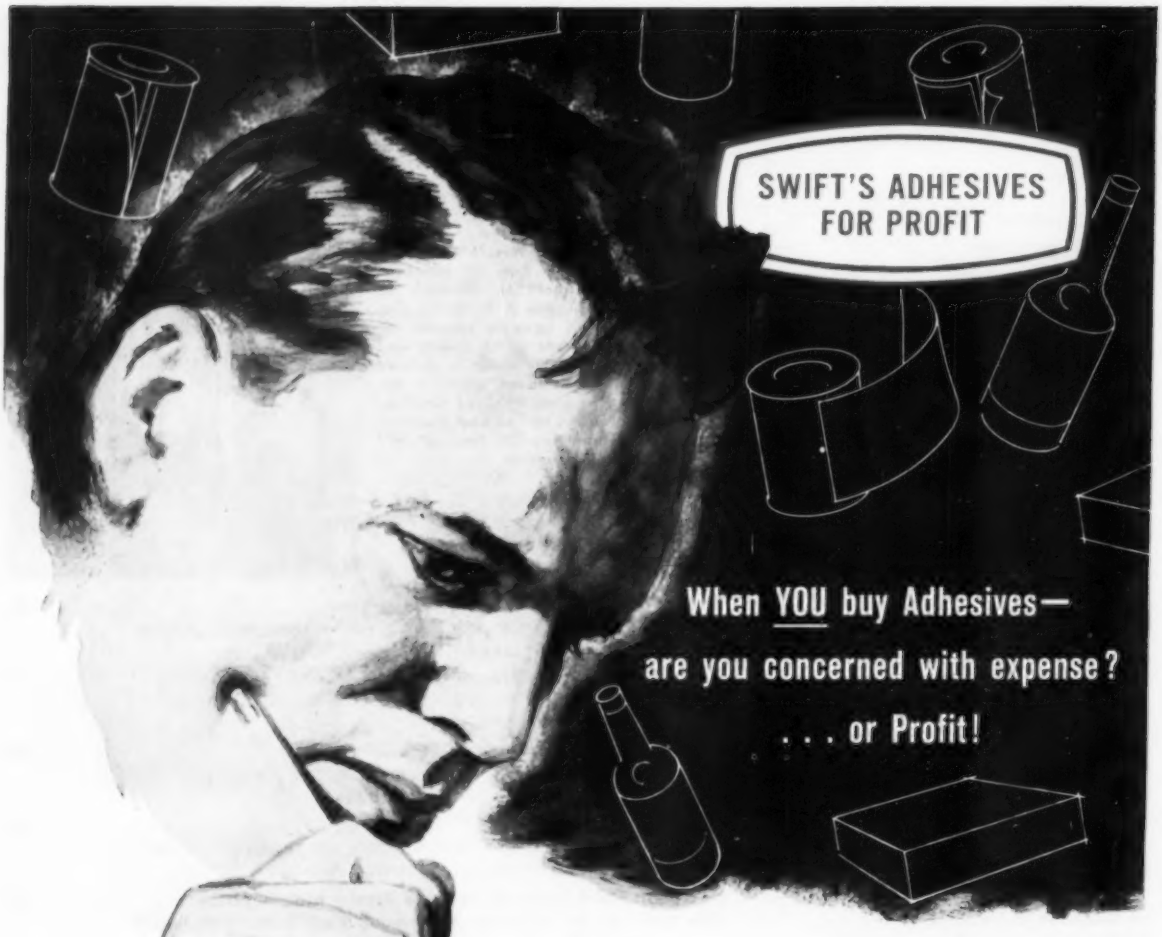

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CANNER PACKER BUSINESS NEWS LETTER
totally dedicated to serving canned, dry, frozen, glassed food processors

May 1960

The world's pet food industry celebrates its 100th anniversary in 1960. Just a century ago, James Spratt produced the first dog biscuits recorded in civilization's history. Although he introduced his product in London, he was an American Citizen, born in Ohio. The business which he launched with a production of a few hundred pounds a day now counts its annual canned and dry output in the billions of pounds.

Nearly 4.3 billion pounds of sweeteners will be used in 1960 by U. S. packers of canned, dry, frozen and glassed foods. About a billion pounds will be in the form of beet sugar, both dry and liquid. Cane sugar, domestic and imported, will contribute around 2.7 billion pounds, again in both dry and liquid form. Something over 200 million pounds will be dextrose, and nearly 400 million pounds (dry equivalent) will be corn syrup. In addition, packers also will buy considerable quantities of maple sugar and syrup, honey, and non-caloric sweeteners to go into their products. It is estimated that some 22% of the entire U. S. consumption of sugar will be represented by the quantities used in processed foods. Single copies of complete Canner/Packer Sweetener Report are free. May be obtained from Chicago office, 59 E. Monroe.

Today's average supermarket has 6,841 sq. ft. of selling area, with six check-stands, according to the sixth annual du Pont consumer buying habits study. A little less than 73 linear feet of its display space is used for meat and poultry, 105 feet for produce, 56 feet for frozen foods, 81 feet for dairy foods, 154 feet for bakery goods. And 325 linear feet are devoted to non-food items. There are nearly 30,000 supermarkets in America today (stores selling $375,000 or more per year). The average large market has 6,000 items, and some have as many as 8,000.

Watch for the decision this summer by Judge Julius Hoffman, in Chicago's U. S. District Court, on the petition of three meat packers who are asking modification of the 1920 Packers' Consent Decree. This was the agreement reached between the federal government and four meat firms--Swift, Armour, Cudahy and Wilson--whereby the latter agreed to give up operating retail food stores, and also to abandon production of food products outside of the meat field. Many fruit and vegetable canneries of today were set adrift when the decree became law. Swift, Armour and Cudahy are involved in the present action to have the 40-year-old agreement modified.

The U. S. baby food canning and glass-packing industry will be turning out 278 million dozen containers of product by 1970, predicts Stanley R. Pomfret, sales vice-president for Beech-Nut. This will be a gain of 80% over the present output he estimates, and will reflect an increase in the annual birth rate from 4.3 million to 6.5 million babies. This will represent an average annual gain of about 12.6 million dozen cans and jars.

Still more potatoes will be processed. Idaho Potato Processors, Inc. will expand its Burley, Idaho plant. Colorado Potato Growers Exchange will build a $150,000 potato chip plant at Montrose, Colo. Lamb-Weston Co. will build a $2,000,000 plant near American Falls, Idaho for processing potatoes. Two new storage buildings will be erected by Ore-Ida Potato Processing Co., near its storage facilities at Ontario, Ore. to hold some 1,200 carloads of potatoes from new acreage.

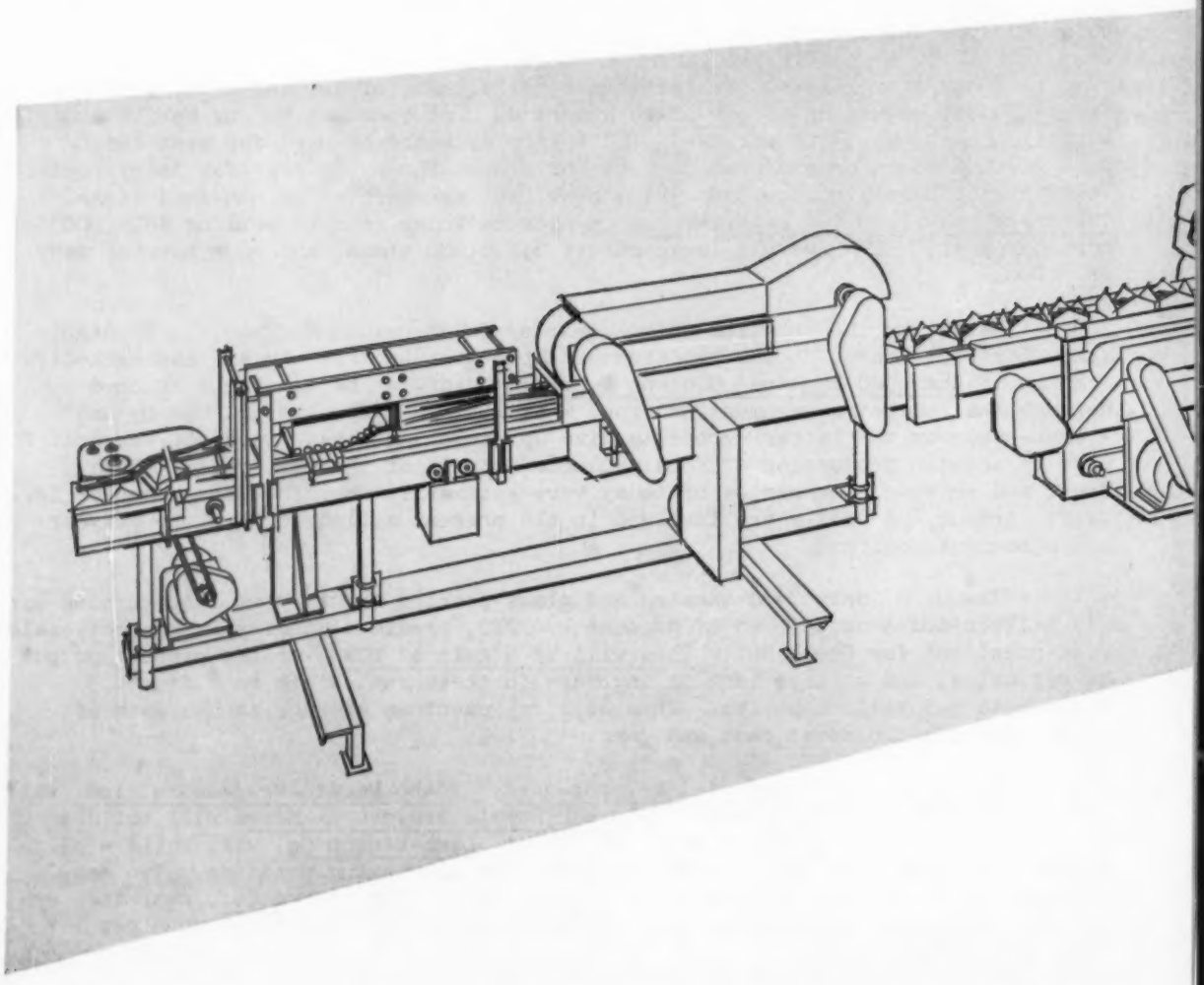
New Marathon Diafold

Here's Diafold—Marathon's newest machine-carton combination that's sure to speed all phases of packaging line operations . . . improve overwrapping . . . reduce maintenance.

Actual Line Operation has proved this new Diafold carton/line combination handles French fries, broccoli and other hard-to-pack items as well as filler-packed and hand-packed vegetables—swiftly and economically, with less product waste, less carton damage, and closer control of filling, closing and locking.

Ask your Man from Marathon to tell you how the new Diafold carton/line will operate to your advantage. Marathon, A Division of American Can Company, Menasha, Wisconsin. In Canada: Marathon Packages Limited, 100 Sterling Road, Toronto 3.

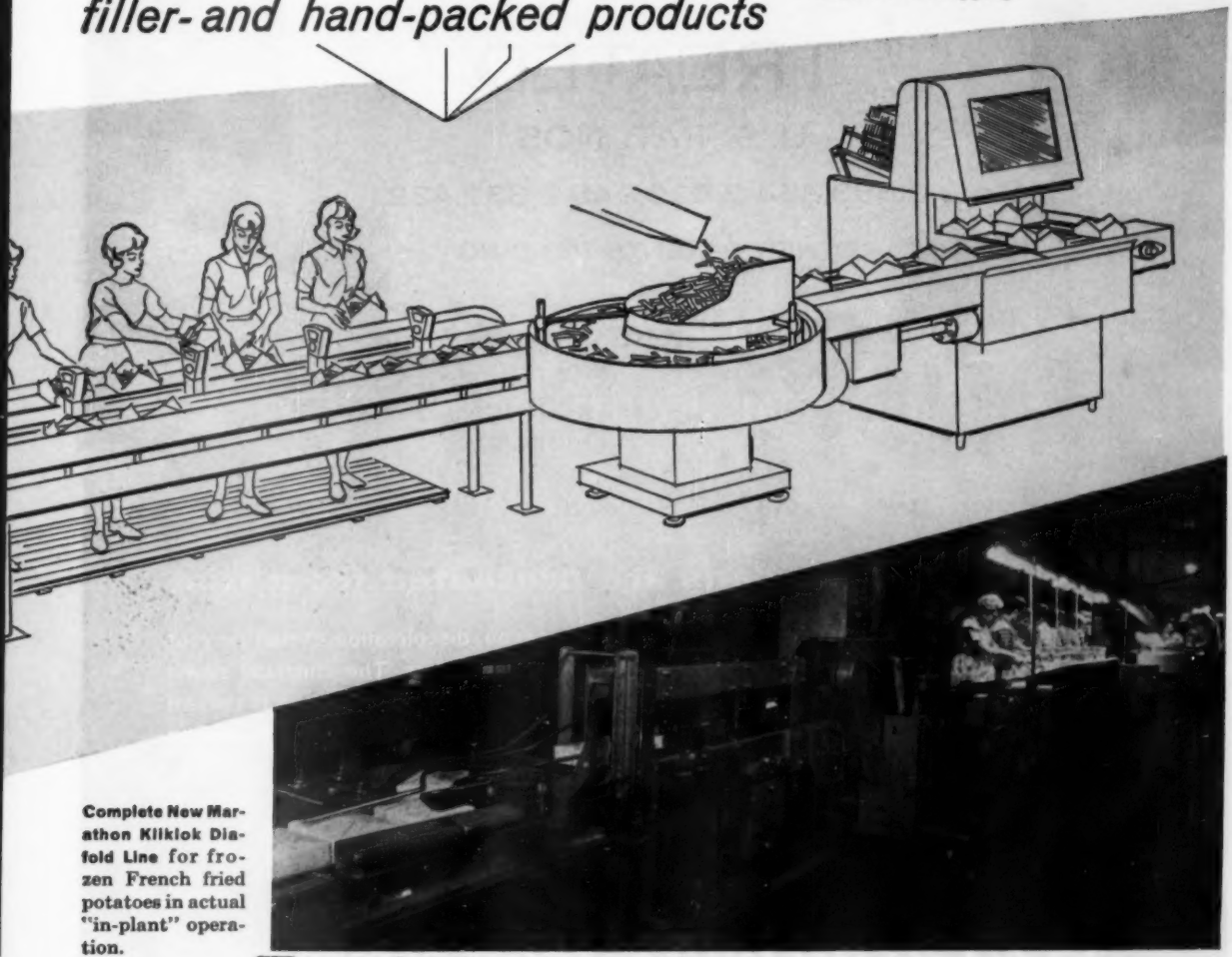
speeds packaging of French fried potatoes,



carton/line

Kliklok KF-5 Former with Diafold top-opening cartons sets up four guide flaps for more effective filling, firmer lock-free ends for better overwrapping.

filler- and hand-packed products



Complete New Marathon Kliklok Diafold Line for frozen French fried potatoes in actual "in-plant" operation.

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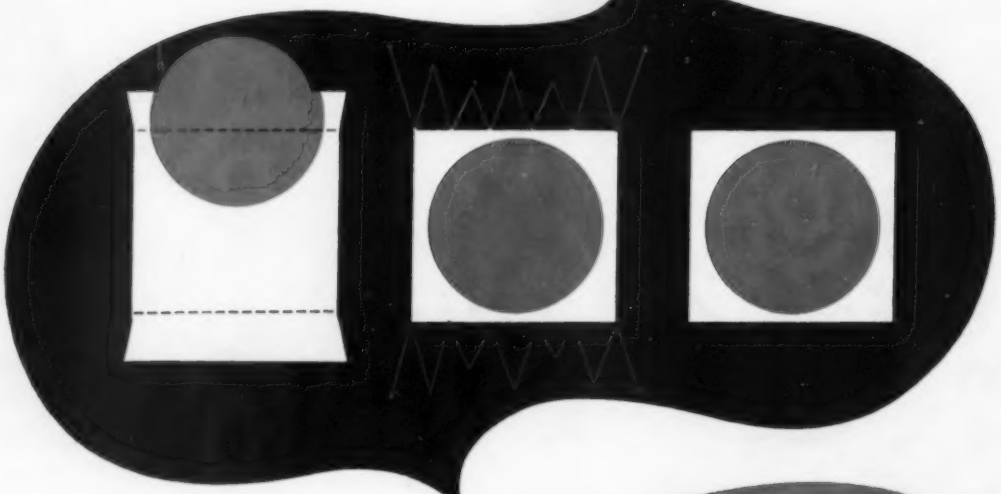

CCA's new Di-Electric Sealer positively seals cartons by the heating action of radio waves on cold glue.... High-frequency waves eliminate de-waxing necessary with conventional sealing methods—and unwieldy overwraps. Provides fast, smooth production, plus protection and merchandising advantages. To **pack it—move it—sell it** is the business of CCA packaging. For details...

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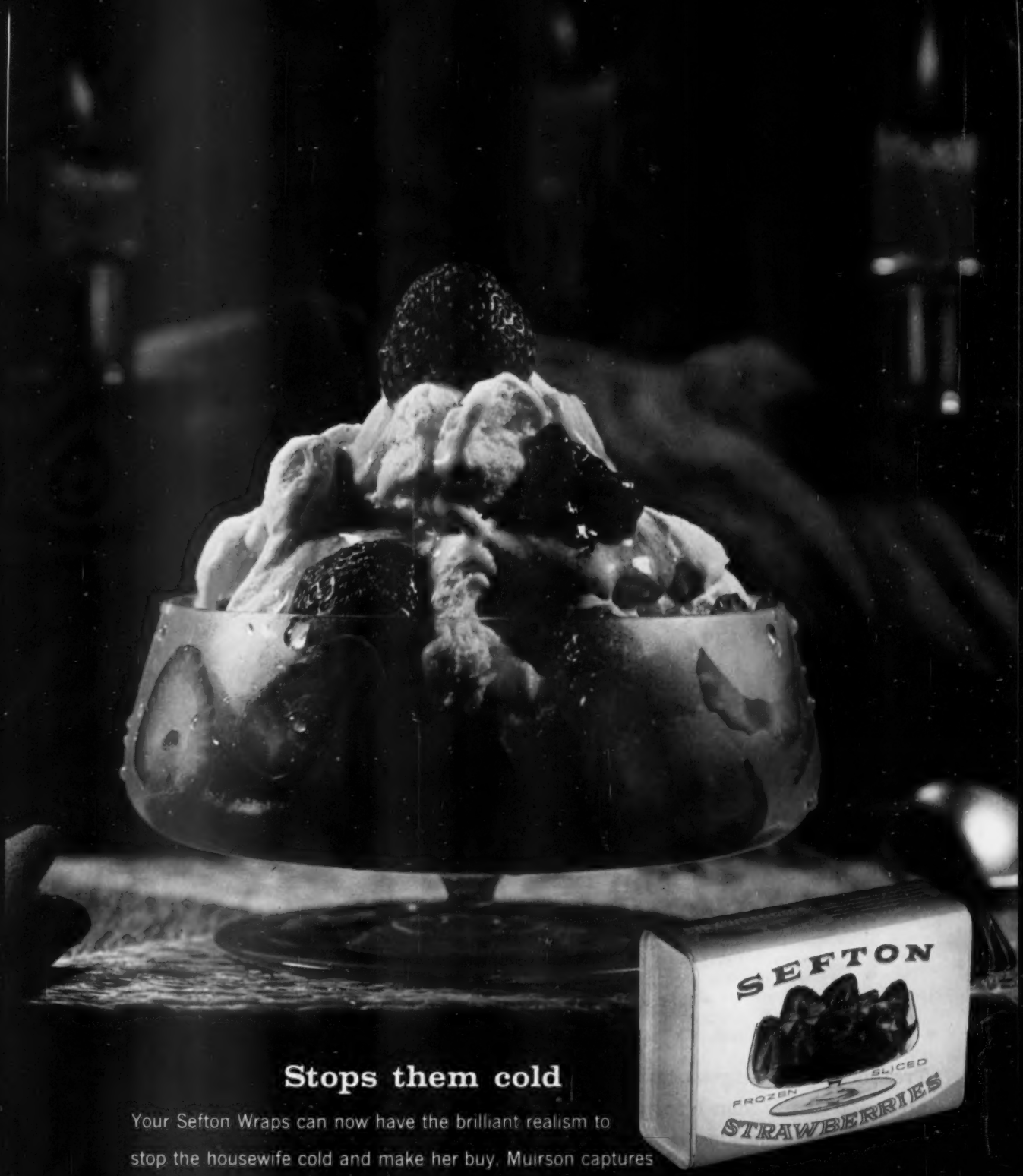

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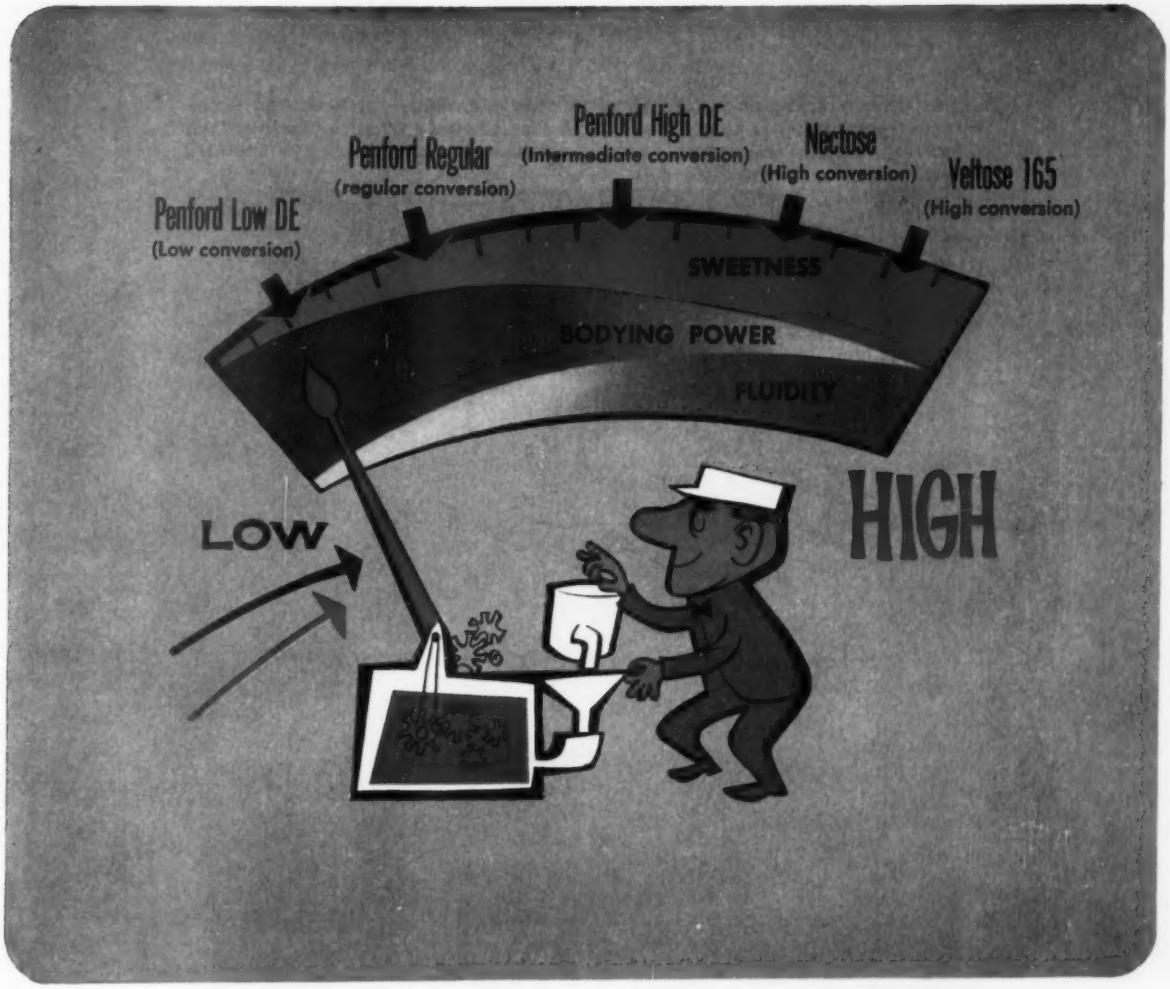

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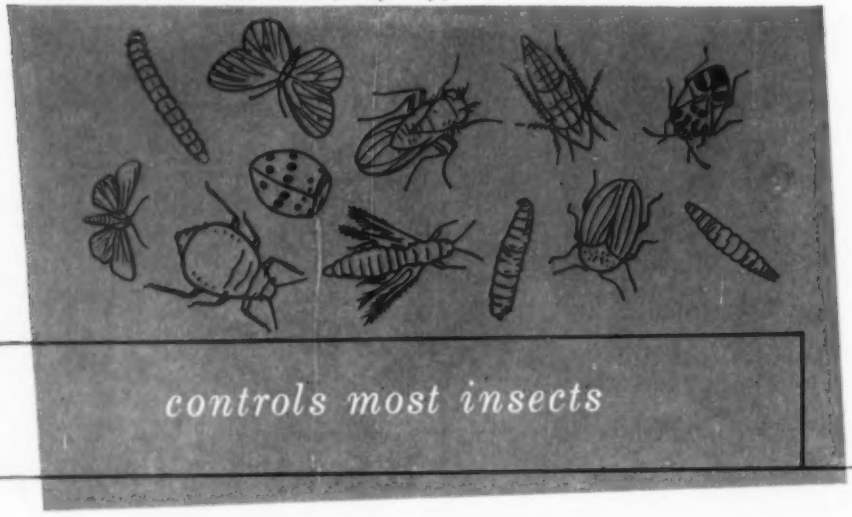

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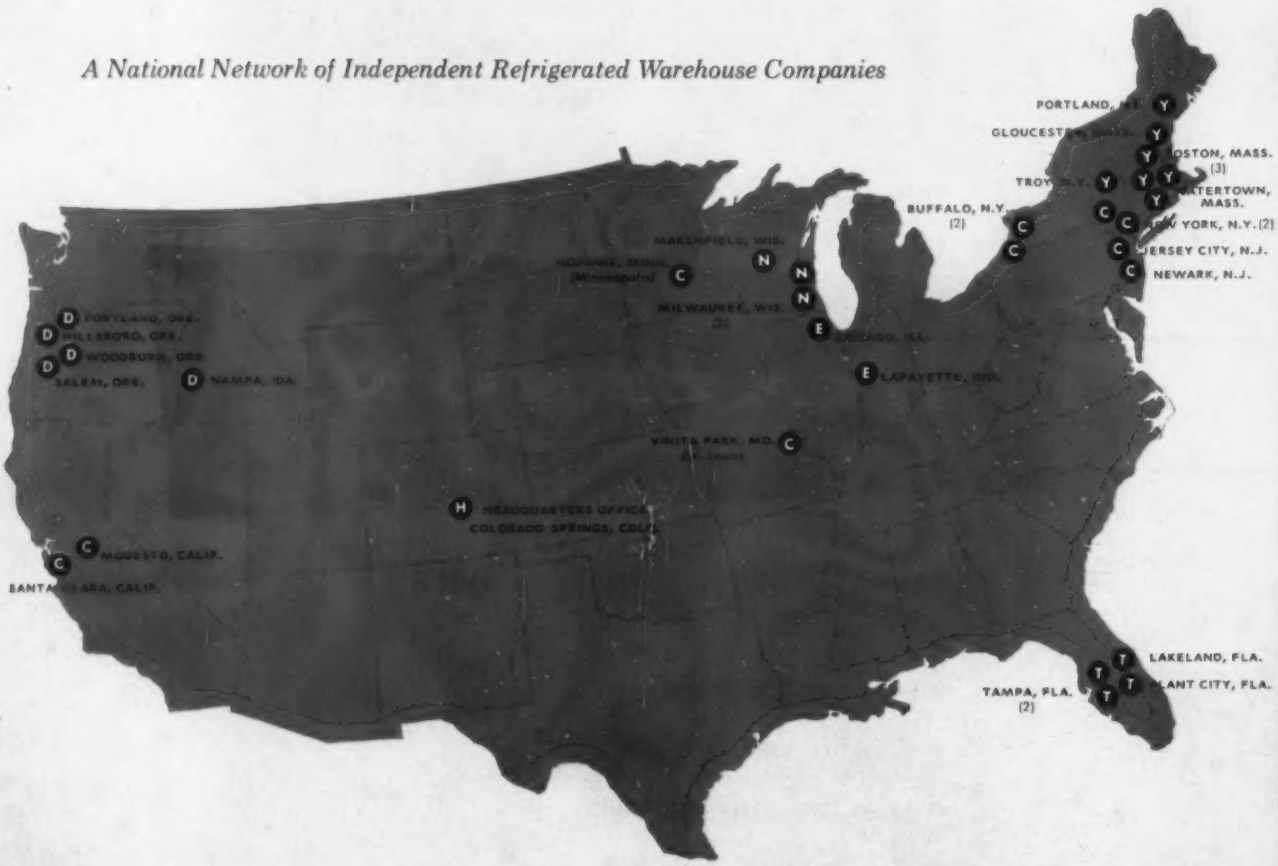

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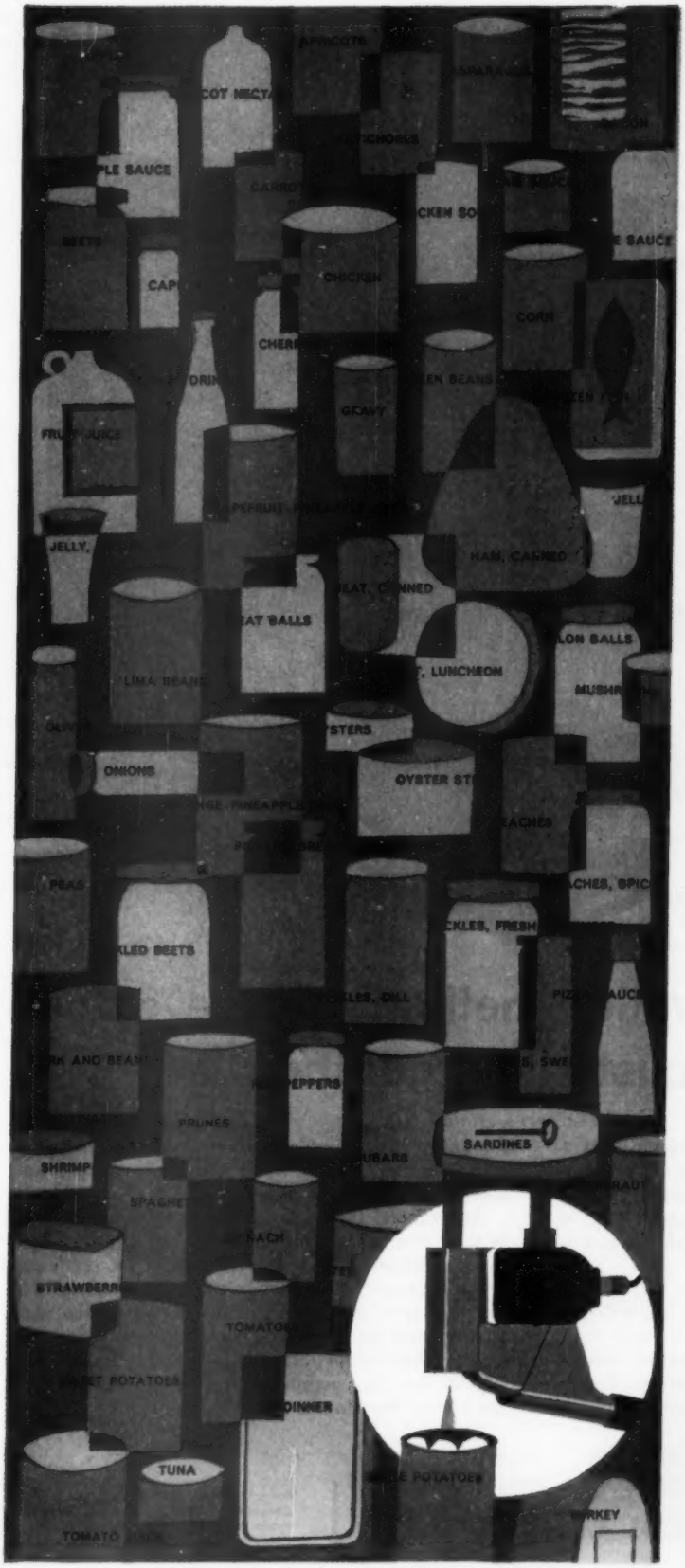

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Some of the liquids you can dispense with the Flocron include: ascorbic acid, beef gravy, brine, concentrated syrup, hot butter, Monosodium Glutamate, spice oils, sugar and brine, tomato puree and vinegar.

For a complete list of ingredients the Flocron dispenses and for additional information about the Flocron itself write:

Scientific Dispensing Company
Division of

MORTON SALT COMPANY
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Dept. CP5
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When new preservation methods are developed Continental customers get them first

Keeping canned foods tasty, wholesome and nutritious is an important responsibility of the microbiologist at Continental's Metal Division Research and Development Center. He uses his background knowledge of spoilage factors to control quality standards in food preparation, processing and packaging.

This knowledge encompasses both the desirable changes brought about in foods by microbes—such as the fermentation of cabbage, starch and sugars—and the undesirable changes connected with spoilage. The microbiologist is actively engaged in the endless search for better means of controlling microorganisms by heat, freezing, acidity, water and sugar content, and, most recently, by atomic energy.

At canners' technicians schools sponsored by the N.C.A. and state canners associations, Continental microbiologists train analysts in the latest quality control procedures. They also assist packers with bacteriological problems, conduct bacteriological plant surveys and make quality control recommendations.

As a Continental customer, you can be sure that the best in scientific manpower, facilities and equipment are always working in your behalf.

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Canadian Division: 790 Bay Street, Toronto 1
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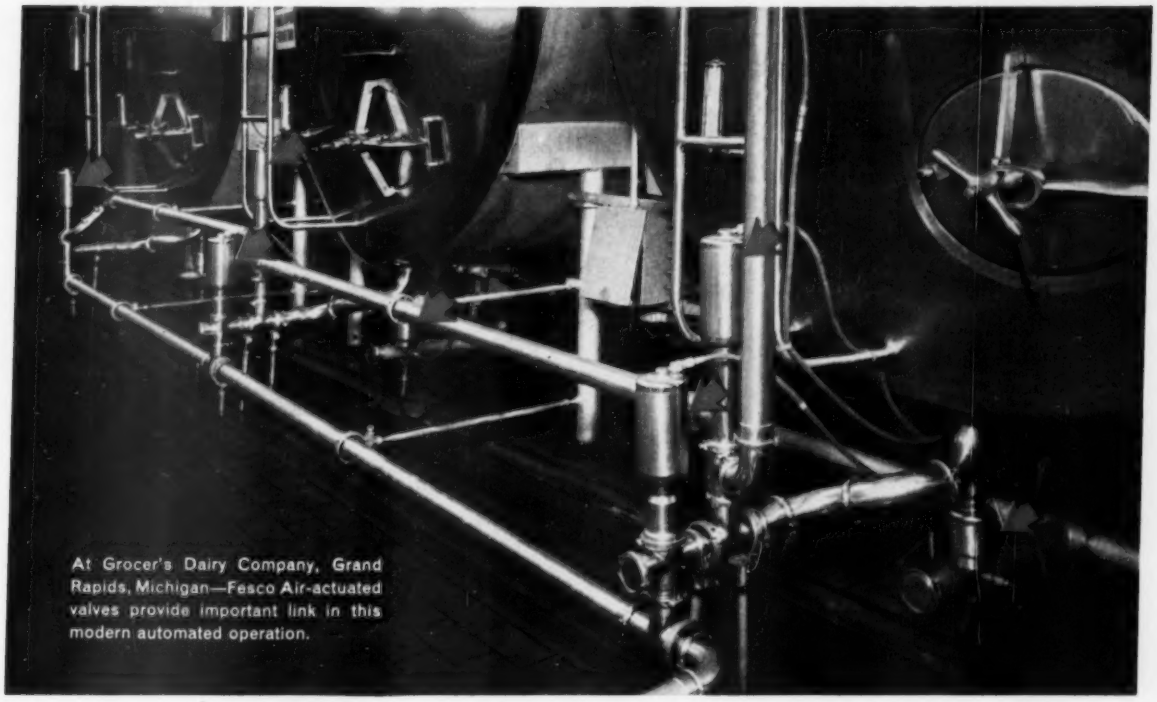
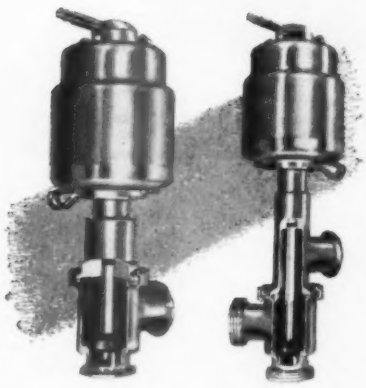
Fesco AUTOMATIC AIR-ACTUATED VALVES



At Grocer's Dairy Company, Grand Rapids, Michigan—Fesco Air-actuated valves provide important link in this modern automated operation.

The fast action, fast cleaning choice for automation



Ask your nearest Tri-Clover Distributor about Fesco Valves, for either "C-I-P" or Processing operations. Or write Tri-Clover Division for detailed recommendations for your specific application.

Wherever you find a need for accurately controlled automation of dairy, beverage or food processing operations you will find versatile, fast action Fesco Automatic Valves.

These efficient fast acting valves, manufactured by our Fesco Division (formerly Food Equipment and Specialties Co.), are backed by many years of practical experience and specialized knowledge in automatic control of processing and cleaning lines. The valves are available in all standard sanitary sizes for actuation by remote, manual or automatic control. Automatic process control can be achieved by pressure, temperature, flow or liquid level conditions, to meet your requirements.

The dependable actuator is easily coupled to the valve body for fast take-down and reassembly. All seats and O-ring seals are constructed of material having wide acceptance in the dairy and food fields and are unaffected by food or liquid products and cleaning solutions.

With the addition of Fesco Valves, Ladish Co. continues to keep pace with the latest technological advances in the Dairy, Food, Beverage and Chemical-Process Industries.

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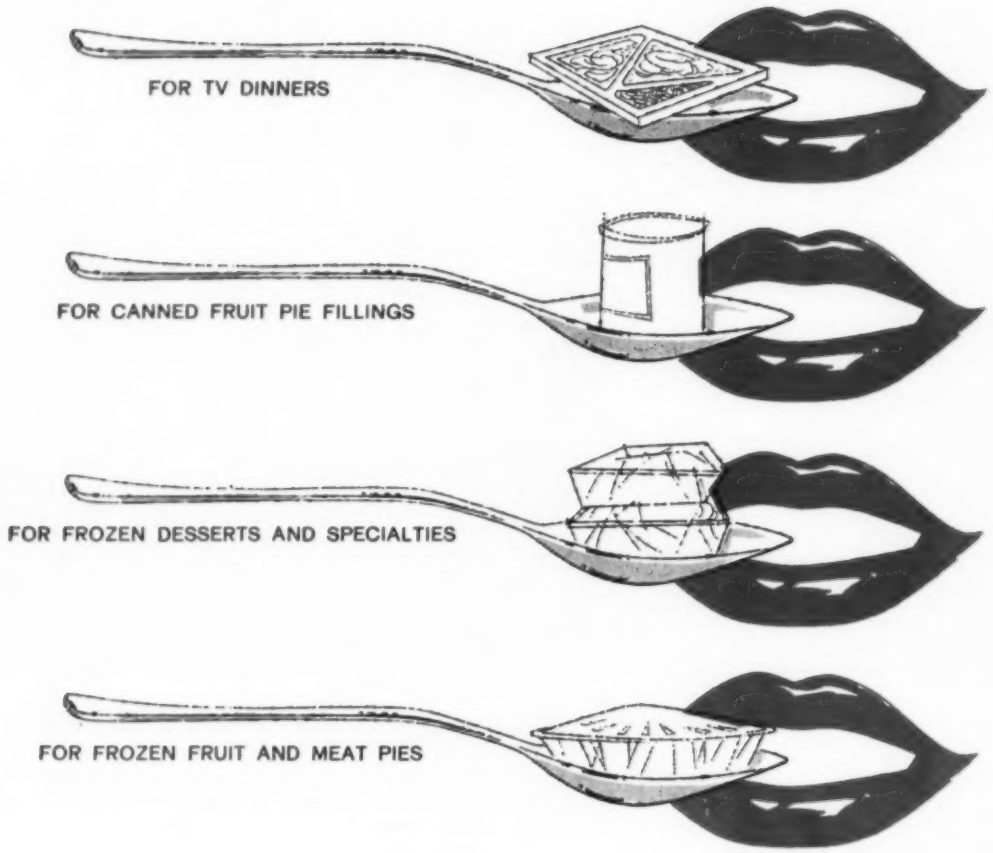
Col-Flo 67



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COL-FLO 67—canned or frozen—never imparts an undertone of cereal taste. Never interferes with natural food flavors.

UNMATCHED STABILITY. Col-Flo 67 safeguards and improves stability. All tests show far greater resistance to freeze-thaw breakdown than wheat flour or other waxy starches.

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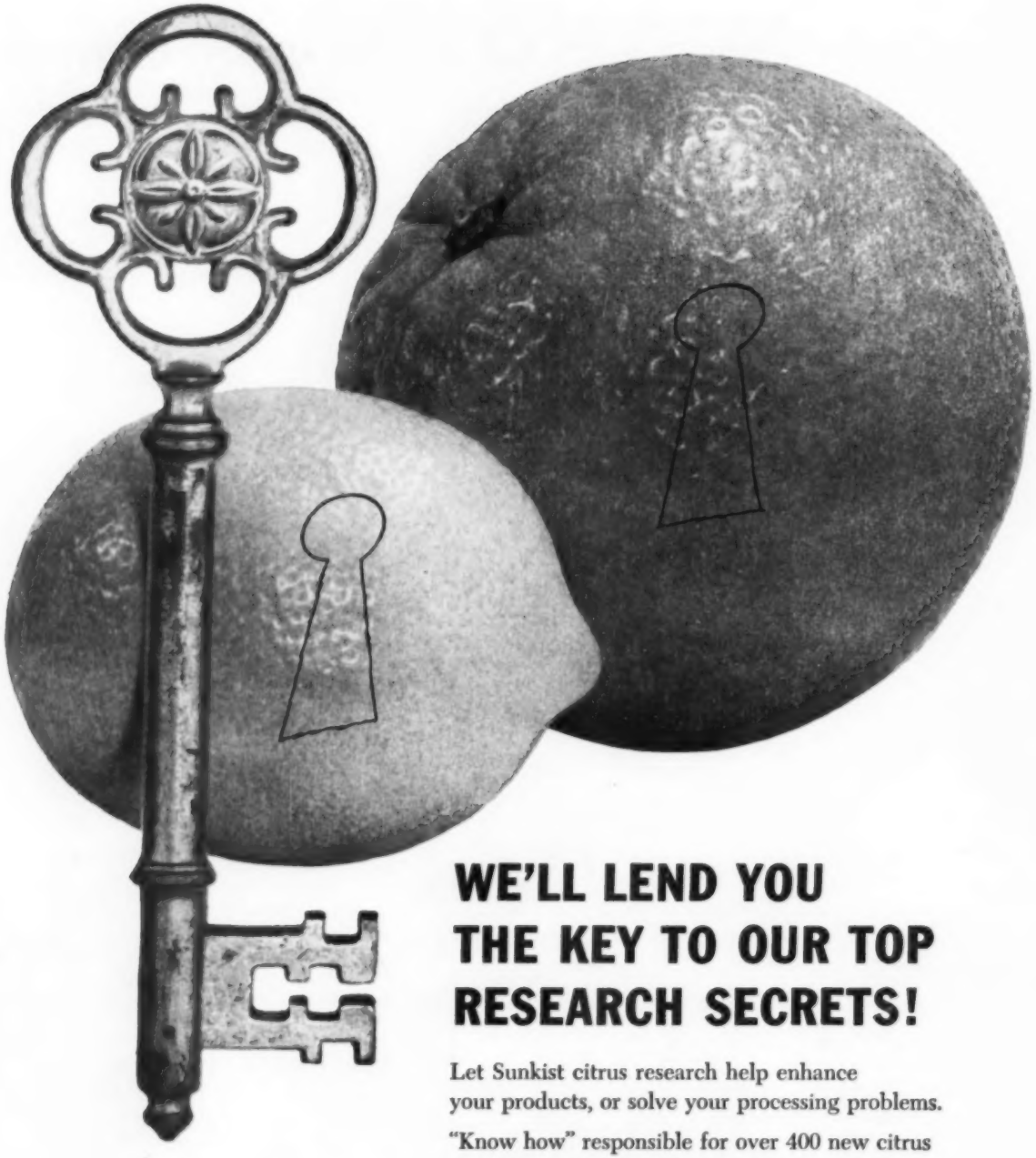

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Let Sunkist citrus research help enhance your products, or solve your processing problems.

"Know how" responsible for over 400 new citrus products—and 118 U.S. patents on processes—is at *your* service.

It may be our files can supply formulas or technical data by return mail. On any problem, simple or knotty, Sunkist technical experts will be glad to work *with* you—in your own plant—or *for* you—in their own citrus research laboratory. Write, and a Sunkist man will call.

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Sunkist Growers

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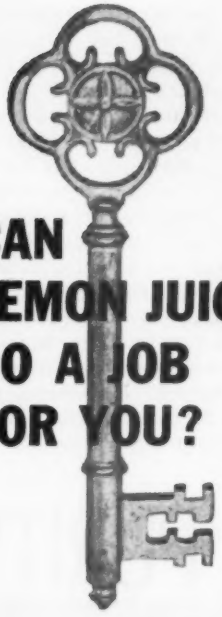

CAN LEMON JUICE DO A JOB FOR YOU?

If you're a food processor... fresh, frozen or canned... fruits and vegetables... fish or fowl... lemon juice can do *at least* one thing for you:

- It can prevent or retard off-flavor tendencies...
- Maintain and even enhance natural food flavor—keep food fresh-tasting longer...
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And that's only a beginning. The list of jobs lemon juice can do is an extensive one.

If you're not using it... you may be letting the competition get a lead on you. Don't market a product that's merely "as good as" the rest. Exchange Brand Concentrated Lemon Juice—made by Sunkist—can often make it superior for only a penny or two—and add a selling ingredient of distinction to your label.

Why not let your Sunkist man talk it over with you?

The address: Sunkist Growers, Products Sales Dept., 720 E. Sunkist St., Ontario, Calif.

LETTERS FROM READERS

Farm Acreage Still Adequate

I was interested in the editorial . . in the August Canner/Packer, and the letter (in September) from Carlos Campbell, executive secretary of National Canners Assn. I find myself in substantial agreement with Mr. Campbell's viewpoint.

With the tremendously rapid changes now taking place in agriculture, it is very difficult for anyone to predict the future needs for land in the United States.

Government planning has been notoriously unsuccessful in charting proper courses for economic activity. However, there is some justification for zoning ordinances for rural areas. The purpose of this zoning is usually to protect land owners from neighboring land use practices which are destructive or property values. There is also a need for revision in the method of assessing property taxes on land.

Our principal problem today in agriculture is one of overproduction. We are continuing to increase our volume of production at a more rapid rate than the population is increasing. Frankly, I do not believe that the acreage of land available for agriculture will be a limiting factor as far as food production is concerned for the next fifty years. The limited supply of water available may be a much more serious factor than the shortage of land.

Charles B. Shuman

President, American Farm Bureau Federation, 2300 Merchandise Mart, Chicago 54, Ill.

I am in receipt of . . . your editorial, published in the CANNER/PACKER for August, 1959, entitled "President Should Act to Save Top-grade Farmland." I want to commend your penetrating discussion, and assure you that I am very much interested in the suggestion you make for the first step toward a national policy relating to soil preservation.

Harold D. Cooley

Chairman, U. S. House of Representatives committee on agriculture, and member of the House from North Carolina.

Canner/Packer Names Wrong Draper

We wish to call your attention to an error which has embarrassed us considerably. On page 68 of the March 1960 edition of Canner/Packer, under industry news, you have an item stating the Draper Canning Company has announced the closing of its Milford, Delaware plant. All machinery and equipment were to be sold at auction.

The Draper Canning Company plant is located in Milton, Delaware and we are very much in business and have no machinery for sale.

HARRY R. DRAPER

Draper Canning Company, Milton, Dela.

● *The article was indeed incorrect. The company which was sold was Draper and Company of Milford, Delaware, which has no business connection with the Draper Canning Company. The editors, who should have checked the report, in the future will be more alert in dealing with the Drapers of Delaware*—Ed.

Dried Fig Exports Gain

Your February issue editorial was excellent, and you point out many things that we in the processed food business must keep in mind in this fast-moving world of changing times.

While U. S. dried figs are not what you would ordinarily consider an export item it is quite intriguing to note that some interest is developing in hitherto unthought of foreign markets, particularly in western Europe. Apparently the rapid "Americanization" of some of the western European countries, insofar as eating habits are concerned, and the resumption in the demand use of California prunes and raisins, are creating some interest in some of the other specialty crops—such as California dates and figs—on a limited scale.

If the date and fig industries can solve some of the keeping-quality problems involved in high-moisture packs, we may see some spreading of interest in these items throughout the Scandinavian countries, Western Germany and France.

Harold W. Hyde

Vice-president, Calif. Fig Growers & Packers, Inc., P. O. Box 1987, Fresno, Calif.

To Reprint Editorial

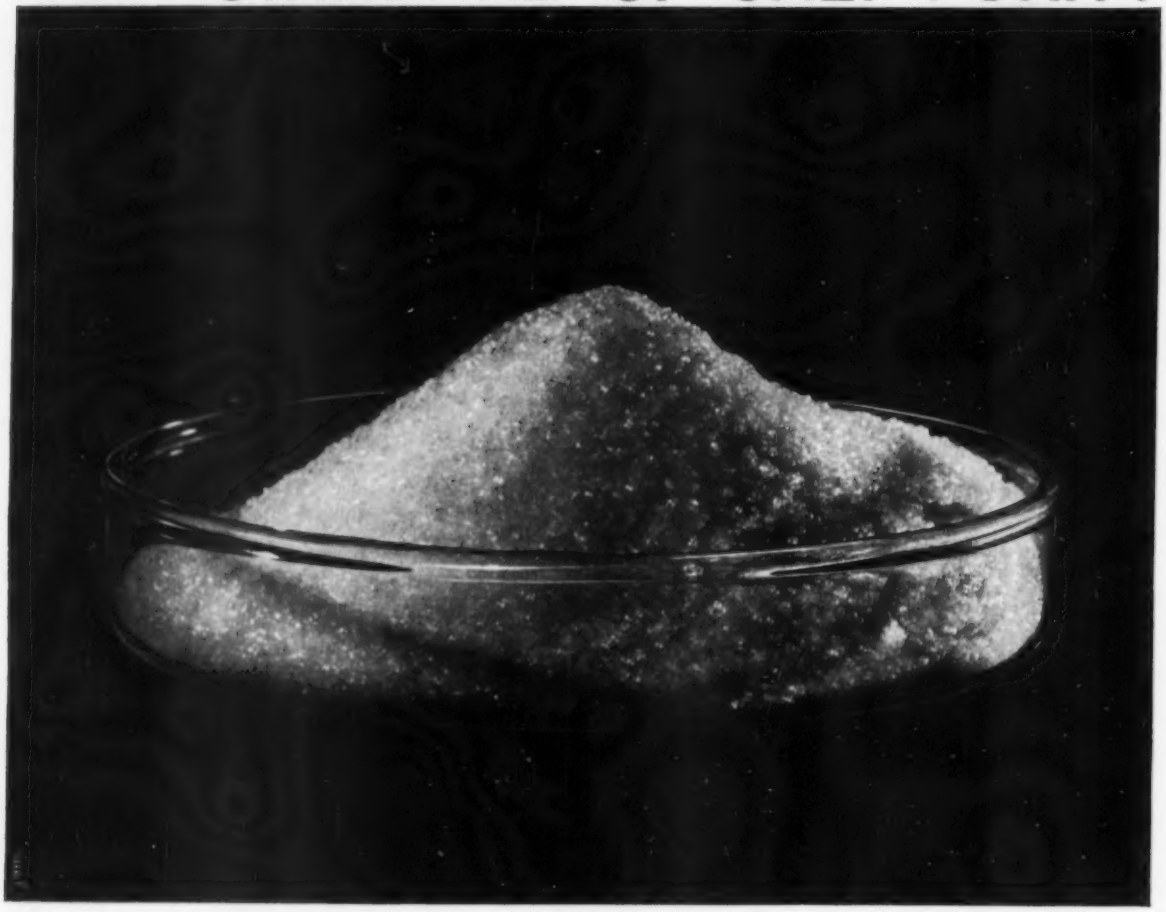
With your permission, we would like to mail copy of your latest editorial ("Are You Ready for What the Sixties Will Bring?") to all my members. Two members wrote and phoned to say the editorial was very good, and thought others should see it. Congratulations."

Bill Moore

Secretary - Treasurer, National Pickle Packers Assn., 202 South Marion St., Oak Park, Ill.

Now—one high-purity salt is ideal for virtually all foods made today. The salt is Sterling Purified Salt, always more than 99.9% pure sodium chloride (less than 30 ppm calcium and magnesium, less than 0.2 ppm trace metals). Meat packers prefer it for a wide variety of operations, including curing, pickling, flavoring—and find it compatible with all phosphates. Canners like the way Sterling Purified Salt always protects food flavor, color and texture. Bakers use it in preparing the sponge. Food processors find it eliminates any problem of oxidative rancidity in vegetable fats and oils caused by ordinary salts. The list could go on indefinitely—for Sterling Purified Salt is today's superior salt, the salt that consistently upgrades fine products. Try it on your lines. To order, contact International s local representative or the nearest district office: **Boston, Buffalo, Charlotte, Chicago, Cincinnati, Detroit, Newark, New Orleans, New York, Philadelphia, Pittsburgh, St. Louis.** Or write direct to International Salt Company, Clarks Summit, Pa.

NEW STANDARD OF SALT PURITY



INTERNATIONAL STERLING SALT **SALT COMPANY**

"A STEP AHEAD IN SALT TECHNOLOGY"

FIBRE ZIP...NEW END-LOADING, TOP-OPENING CANNERY CASE!

At last, a cannery case that's as easy to open as pulling a tab. And as economical as only an end-loading case can be. That's Fibreboard's new Fibre Zip!

Your institutional and retail trade will really go for its top-loading convenience. No more tug-of-wars with stubborn glued-down flaps... no more complaints about end openings.

And just look at these other outstanding features: level-best construction for a smooth ride top and bottom... easily recloseable lid for neater storage... continued product identity with case markings still intact after opening... and compliance with Rule 41 to give you complete freedom from permit problems or freight penalties.

Ask your Fibreboard representative to tell you more about how Fibre Zip can put new zip into *your* canned food sales!

Fibre Zip is another example of Fibreboard research and imagination directed toward solving today's marketing problems through better packaging.

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PAPER PRODUCTS CORPORATION
475 Brannan Street, San Francisco, California

Your challenge of the EXCITING 60's

—12 MILLION MORE HOUSEHOLDS!

LET ANCHOR HOCKING EXPERIENCE BACK YOUR BID FOR THIS NEW MARKET OPPORTUNITY!

Population experts state that during the 1960's the number of households will increase by almost one-fourth. An immense new market!

For practically every product, packaging will be more important than ever before. And the glass package, with its appeal, convenience and protection advantages, will give your products a most desirable competitive edge. To help you make the most of the *glass package* in your bid for expanding markets, Anchor Hocking offers you the benefits of its vast experience and facilities.

Anchor Hocking experience and leadership in research and engineering can bring you tomorrow's thinking today. It results in uniform, quality-controlled glass containers and closures, scheduled, made and delivered on time. And the experience of your Anchor Man, backed by laboratory and field specialists, provides sound packaging recommendations to help keep your lines operating efficiently. Anchor Hocking Glass Corporation, Lancaster, Ohio—bringing you the extra values of *specialization* in glass packaging.

ANCHOR HOCKING

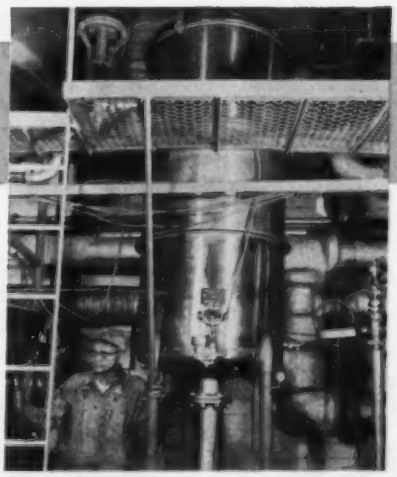
Get set for the exciting 60's with Anchorglass® Packaging—put an Anchor Man on your team

Dissolved and Entrapped Air____*Out*

Color,
Flavor,
Aroma _____ *In*

with an FMC Deaerator

FMC Deaeration has proved to be an essential step in the processing of many types of foods. Products containing dissolved air, or that tend to entrap air bubbles or foam excessively, are subject to the harmful effects of oxidation within the container unless this air is efficiently and thoroughly removed. Employing a positive control of product flow, temperature and vacuum, the FMC Deaerator expells this detrimental air from the product resulting in a significant improvement in quality and appearance of such foods as tomato, grape, apple and orange juices, tomato catsup, table syrups and baby foods. Vitamins are preserved, discoloration is avoided and container corrosion is retarded. There are models and sizes for capacities of 2 to 100 gpm. For additional information simply call your nearest FMC representative.



At F. M. Ball and Co.'s Oakland, Calif. plant, two FMC Deaerators provide uniform, sanitary control in the processing of peach and apricot nectar and a variety of tomato products.

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FOOD MACHINERY AND CHEMICAL CORPORATION

Putting Ideas to Work

FOOD MACHINERY AND CHEMICAL CORPORATION
Canning Machinery Division
General Sales Offices:
WESTERN: SAN JOSE, CALIF. • EASTERN: HOOPESTON, ILL.

TANK FARM at Pickledilly Station, where cucumbers are received by Hirsch Bros. & Co. and turned into Paramount brand pickles. Raw materials are drawn from as far away as Florida and Michigan, in addition to local supplies. In its new Louisville plant. . . .

Hirsch Packs 250,000,000 Pickles a Year

New glassed food plant in Kentucky draws supplies from afar, processes with modern equipment, sells in thirty-nine states

By Janice Pope Meyer

"As modern and efficient as we could make it—yet adaptable for expansion," is the way Lewis Hirsch, president of Hirsch Bros. & Co., packer of "Paramount" foods, describes the new plant, Pickledilly Station, the company has recently moved into Louisville, Ky.

Mr. Hirsch traveled more than 25,000 miles coast-to-coast and abroad studying construction techniques and production efficiency methods before contracts were let for the one-story plant.

The new plant means big changes for the company—doubled production capacity, more employees and even a name change. Henceforth, the distributing organization will be known as Paramount Foods, a division of Hirsch Bros. & Co.

Construction Details

Located on the Louisville & Nashville Railroad, the new building has been designed so it can be expanded in all directions on the 31-acre site. It is of tilt-up construction, with side panels cast on the floor and then hoisted into position. The 45 panels, weighing about 21 tons each, were raised by two cranes.

Mr. Hirsch says this is the first plant in the area to use a plywood top deck, a California-type construction which is made smooth for sanitation reasons —no beams to catch the dust. The structure has forced-air ventilation with six air replacements hourly. The only windows are those to change air.

About half of the total space at the new plant is used for production, and some 89,000 square feet for warehousing and storage. Another 20,000 square feet is office space and service area. Several hundred wooden tanks make up the tank farm where cucumbers are cured for use in pickle production.

Twelve-Month Pickle Operation

Paramount's market area for its 85 food products among them pickles, mince meat, vinegar, chili con carne, salad dressings, and tomato products —is primarily east of the Rockies, with the company having distribution in 39 of the 50 states. At the present time the firm processes over 250 million pickles a year and is one of the major chili packers in the nation.

Pickle packing goes on 12 months

of the year. From early May, when the first of the Florida crop of cucumbers is harvested, until frost hits the fields in Michigan, Paramount packs green stocks or fresh pickles speeded by truck from crop stations scattered throughout the country.

And, all year 'round processed pickles out of salt stock are brought to the Louisville plant by a fleet of stainless steel tank trucks and railroad tank cars from salting stations near the growing areas where they have been stored in salt tanks. Truck and rail traffic in and out of Pickledilly Station makes it seem as busy as the proverbial Grand Central.

Watching Out for Quality

Although all the pickles have received preliminary grading and inspection at the crop stations, they are due many other inspections before they emerge as a finished product.

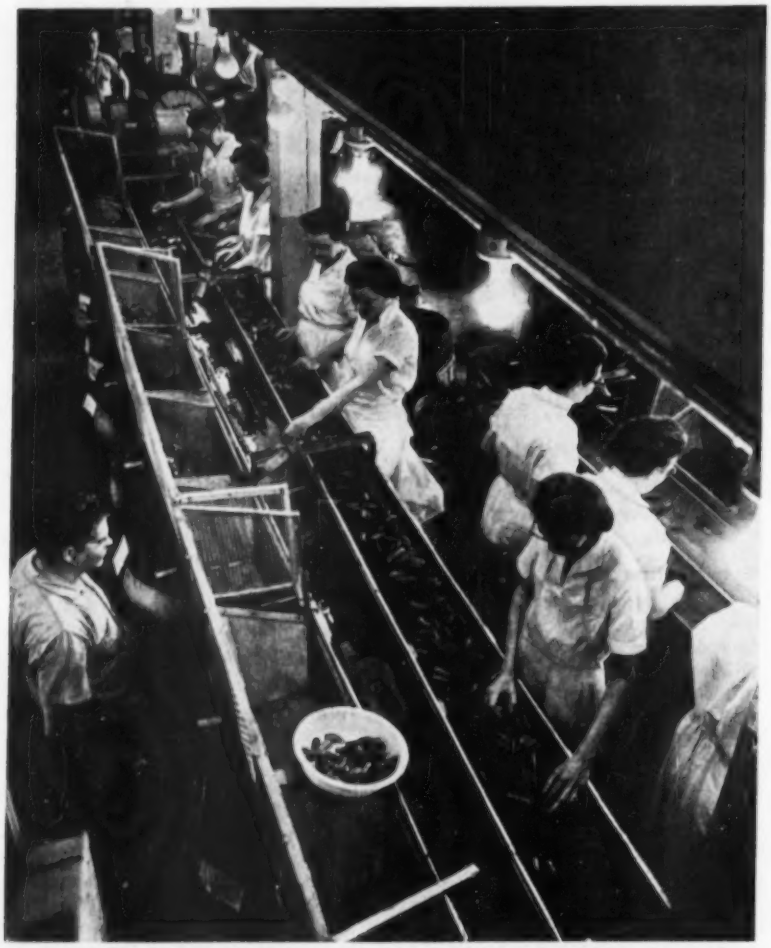
As the fresh cucumbers are unloaded, they go into hoppers feeding them into a fresh water bath which loosens dirt and carries them across a grader which sorts them for size. A line of girls stand by to pick out any substandard or poorly formed specimens.

From the grading stations the cucumbers are carried on conveyors to a high pressure bath and brush wash machine made in Germany. Next they are picked up by fork-lift trucks and dumped on conveyors which feed the slicing machine. Here, a "new wrinkle" is given some of the stock by use of a corrugated slicer. After the pickles are sliced they pass over shakers which remove the end cuts. The cut pickles then are dropped off an a belt where another line of girls make an additional inspection to be sure that only satisfactory slices go to the bottling and canning department.

Packing Operation

In the glass-packing area, the jars—Hirsch Bros. buys from six major producers—are unscrambled automatically and fed one-by-one onto conveyor belts where girls rake the pickle slices into the containers. After brining and spice is added by specially-designed equipment, the jars go into a headspace device which takes off just enough of the liquid so there will be the same amount of head space in each container to provide the necessary vacuum when they are capped. Then, fed into a vacuum closing machine, the jars are sealed with the lug type cap which permits easy opening and re-sealing by the housewife.

The sealed jars then go into an automatically-controlled steam pasteurizer. Half the equipment is for cooking and half for cooling, and when the bottles emerge they are at room temperature and ready for labeling. They then are inspected again, cased and taken to the warehouse, ready for distribution to grocer's shelves.



MODERN FOOD PACKING EQUIPMENT and methods feature the new Hirsch Bros. plant. Careful hand grading, as shown here, still is used to maintain company quality.

Processing Salt Stock

The process is somewhat different for salt stock pickles. These are taken from tank truck or tank rail cars by a stainless steel dipper which was specially designed by Paramount. The stock is then placed in desalting tanks where it is graded and inspected. The imperfect specimens are removed to be used for relish. The balance is put into vats with the proper brine strength and held until time for bottling or canning.

When the pickles have reached equalization—the stage when the brine is the same inside as outside the cucumber—they are moved to the bottling plant and put into jars by an automatic packer which was pioneered by Hirsch Bros. & Co. The last one or two pickles are put into the jars by hand and the latter are then brined, capped, washed and replaced in cases. Some, however, are packed in bulk containers (barrels or drums) and shipped to hotels, restaurants and other large food outlets.

Paramount also packs pickles in No. 10 cans. These, made of fresh stock pickles, receive the same perliminary preparation as the glass packs but after packing are pasteurized in retorts.

Background of the Packing Firm

The company was founded back in 1886 when four enterprising Hirsch brothers decided to go into the vinegar business. The four were Lewis, Leon, Benjamin and David. Present day officers are descendants of these founders: President Lewis Hirsch is the son of Lewis; Treasurer Leon is a son of Leon; Vice President Frank Fleischaker is a son-in-law of founder Leon.

As their business prospered, the brothers found that while selling and delivering vinegar they could very easily service their customers with other foods. So before long such items

as Worcestershire sauce, pickles, catsup and mustard, were added. In those days all foods of this type were sold in barrels.

However, with the turn of the century, the business had grown to such an extent and food technology had progressed to a point that many additional food products could be manufactured, and all of these foods were packaged in "new-fangled" tins and glass. Although Hirsch Bros. & Co. has come a long way in its 74 years, the company still has ambitious plans for the future. Its research department works constantly on new products and manufacturing processes.

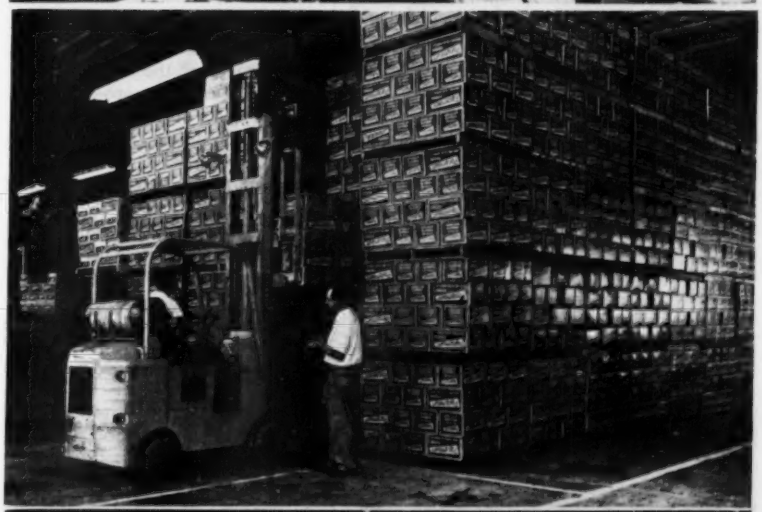
Potent Merchandising

Company officials also are aware of the important role advertising and promotion have played in the growth of Paramount Foods. Louisvillians especially were made aware of the importance of the home town industry when, last year Louisville boys and girls packed Fairgrounds Stadium as guests of Paramount to see the Louisville Colonels play and to watch a fireworks display.

Men dressed as huge pickles put on a show, too, and, earlier that day, ball players were stationed in grocery stores throughout the city to sign autographs and help promote the ball game and Paramount Foods. In addition, Miss Sweet Gherkin and Mr. Pickle called on the mayor to help open National Pickle Week.

Another promotion, timed to coincide with the opening of the new Paramount Foods plant, was an eight-page Sunday supplement to The Louis-Courier which told "the Paramount story."

MOST PICKLE PACKERS will use the 9-day stretch, May 19-28, called "National Pickle Week," to start their summer merchandising campaigns. Promotions (Jean Gordon, above) will be on a political theme.



FOOD TECHNOLOGISTS Betty Swain and Mariam McCool make laboratory checks to see that quality is being properly maintained, under direction of Joe James, quality control director (top view) . . . Nearly 90,000 sq. ft. of space in the new plant is available for warehousing, making it possible to store 2,500,000 cases of finished products (middle scene) . . . Thousands of youngsters saw a ballgame and fireworks when the only admission ticket was a Paramount food label. Two giant-size Paramount "dillys" covered the city beforehand in a decorated car to promote the event (bottom scene).

How Birds Eye Packs Frozen Okra

Company works closely with Arkansas growers to produce quality crops and trains plant workers on the job in Searcy plant

By RALPH UNDERHILL

Okra, a pod-type vegetable of the mallow family believed to have originated in Africa or Asia, has been used as a food as far back as the 12th or 13th century. Its earliest processing was by drying, to which canning was added in the 1930's. In the middle 1940's it also appeared in frozen form, and at this point the Birds Eye division of General Foods Corp. determined to establish a plant in which to freeze it.

This immediately posed several problems: Where to grow and pack the okra; how to get the quantity of raw product desired; how to secure the quality of raw material needed; and how to prepare and process the vegetable in order to retain its quality. Here are the Birds Eye answers to these questions.

The company decided to pack all of its okra in a single plant, to be at Searcy, near the center of Arkansas. The Ozark foothill area of White County, in which Searcy is located, was considered a prime growing section for this crop. The plant's first operations, therefore, began at Searcy in 1951.

Unhappily, unusually destructive droughts in the late summers of 1953 and 1954 threatened the very existence of the company's okra project. Even though this crop thrives in hot, dry weather, the conditions in central Arkansas in those two seasons were far too severe, and cut production sharply.

Under the direction of Fieldman Robert V. King, therefore, Birds Eye spread its okra contracts with growers over several areas in 1955 and thereafter. Production continued in White County, where the early harvest assures adequate tonnage for the first part of the run. In addition, however, agreements were reached with farmers in Prairie, Lawrence and Woodruff counties, where the lower land of the White River Valley produces heavy yields during mid-season. Finally acreage was contracted for in Mississippi County to the northeast, where the alluvial delta land reaches its peak at the end of the season, when the hot and dry weather halts harvesting in the upland regions.

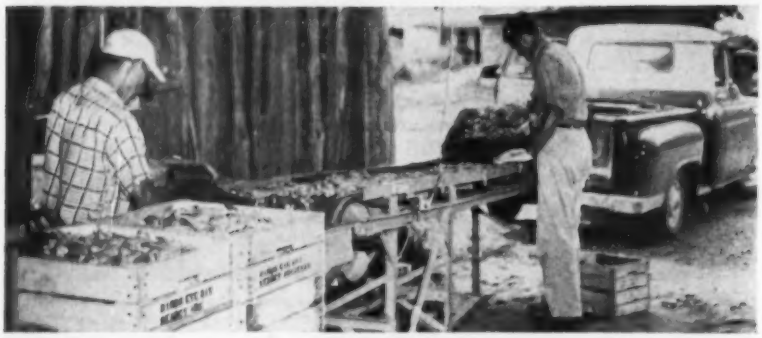
How to Get the Crop

Birds Eye also found, when it began operations in 1951, that many growers were skeptical about supplying the company because they had had unsatisfactory experiences in the past in supplying fruits and vegetables to firms whose headquarters were not close at hand. On some occasions, the farmers reported, they had grown crops under contract, but at harvest time had been unable to locate the buyer, or had been treated unsatisfactorily in the matter of determining the quality of their harvests. Payments also reported were slow in coming in.

To meet these objections, Birds Eye's plant manager, Thomas J. Pegelow, took several steps. First, he set up receiving stations at convenient locations throughout his production area. Growers deliver to these stations, and thus get back quickly to their farms, as well as having the feel of dealing with a local concern.

Secondly, the okra producers and Birds Eye officials jointly selected reputable local citizens to operate these receiving units, and to determine the quality of each incoming load at the time and point of delivery. Growers thus may see their crops graded, and may compare their quality with that of their neighbors. This not only helps satisfy the producer, but also has been a major factor in getting him to strive to upgrade his output.

Finally, the Birds Eye growers are paid every Friday for the previous week's deliveries, on a per-pound basis. This cash income is most welcome to many producers, for it comes at a time when a good many other crops are either completed or not yet ready for harvest.



BIRDS EYE SUCCESS in freezing okra starts with the grower. In the upper scene, quality of the crop is checked by a worker in the Arkansas Ozarks ranch of K. K. King, Step Rock. Below, okra brought in a light truck is inspected, graded and boxed in a community receiving station, which helps the farmer understand quality, and saves him travel.

Preparation in the Searcy plant is a combination of the mechanical and hand operations required for efficiency and quality.

How to Process the Okra

On arrival, the okra is conveyed to 36 trimming bins, where women operators feed Reinhardt trimming machines which clip off the stems or caps. The stock passes over inspection belts to two washers, and then to the A. K. Robins blancher, after which it is flumed to a woven-wire belt for further examination and trimming.

Part of the raw product then passes directly to the packing lines, while the balance is diverted to cutting equipment for producing a sliced pack.

Packaging and Freezing

At the packing tables, cartons are set up by Kliklok machines, and pass down two outside lanes of the tables. The pods are conveyed down the middle on belts, and are checked and filled into containers to the approximate weight level by women workers.

Belts then pass the filled packages in front of other workers, who check-weigh them on Exact Weight and Toledo scales, add to or substract from the contents as needed, and place the properly-filled containers on a center takeaway belt. The cartons' tops are mechanically flipped down and locked, and the units are then fed to Package Machinery Co. wrapping machines for application of the Birds Eye overwraps.

The labeled packages are trayed up and moved to a battery of Birds Eye plate freezers. The finished pack is cased as the cartons issue from this equipment, and is either transported to Searcy's Frostyaire Frozen Foods storage plant, or shipped under refrigeration to markets throughout the country.

Operation Is a Success

In addition to having solved growing and processing problems, Birds Eye officials credit the plant's success to a capable on-the-job training program for the factory employees. Of the 250 workers who handle the pack at the peak, only two are not long-time local residents. These two are Mr. Pegelow, plant manager, and Miss Edith Lloyd, office manager, who come respectively from New York and from Indiana.

That the plant is successful today all are agreed. As tangible evidence, a record output of 140,800 10-oz. packages was achieved in a single day at the height of the 1959 season. Since the season runs from early July through September, a lot of frozen okra is shipped out of Searcy in a year.

BLANCHING is followed by inspection on this woven-wire belt.

CARTONS are set up with Kliklok units, and are filled from a center supply belt.

FILLED CARTONS are check-weighed, and fill is adjusted, with the aid of Exact Weight and Toledo scales. Finished pack is then over-wrapped and frozen in Birds Eye plate freezers.

New Ideas From the Freezers Show

Many new packages and packaging materials highlight the exhibit during the NAFFP convention in Chicago

Spectacular packaging materials and automatic packaging machinery have been the two significant trends in machinery and supplies for freezers. And they still are.

In the exhibit, held in connection with the recent convention of the National Association of Frozen Food Packers in Chicago, the new things were mostly among packaging materials and machinery.

Advances were evident in flexible packages, folding cartons; in color reproduction, moisture retention; in speed of forming, filling, sealing; and in design.

1—Funnel Carton

An economical carton designed to receive vegetables from a filler faster and more efficiently than conventional cartons is called a "Funnel Pak" carton. Its design requires less paperboard and minimizes product spillage. It is used with Klicklok machinery.

The manufacturer is Container Corporation of America, 38 South Dearborn St., Chicago, Ill.

2—Foil Boil-in-Bags

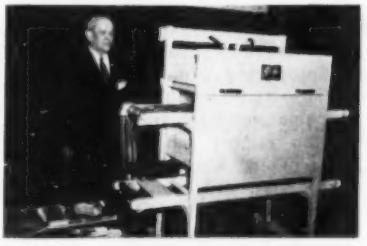
The laminated foil pouches provide "Boilability, Broilability and Bakeability" for many food products. Most popular materials are Mylar-foil-poly, coated foil, mylar-poly, foil-cello-poly, foil-paper-poly, foil-tissue-poly, and paper-poly.

Materials for foil laminates are manufactured by Reynolds Metals Co., Richmond, Va.

3—Automatic Carton Closer

Operators set up cartons, load the product and place cartons on the infeed conveyor of the Model HCU. The machine automatically places it in time, tucks in the dust flaps, and locks the package in one operation. One-half operator needed for up through 250 cartons per minute.

The manufacturer is the Carton Machinery Dept., Food Machinery and Chemical Corporation, San Jose, Calif.



4—Infrared Cooker

Custom-built machinery for the food industry uses infrared heating source to heat, cook, and dry many processes in which (1) the temperature of the product must be raised; (2) moisture is vaporized. Heating units may be quartz lamps, quartz tubes, sheathed metal rods.

The manufacturer is Fostoria Corp., Fostoria, Ohio.

Want More Information on Any New Product?

Just check the number of the item below, fill in your name and address, tear out the coupon (or rip out the entire page if it's easier).

Mail to:
Canner/Packer
59 E. Monroe
Chicago 3, Ill.

Please send me more information about the following new products described in this article.

1.___	5.___	9.___	13.___
2.___	6.___	10.___	
3.___	7.___	11.___	
4.___	8.___	12.___	

Name _____

Company _____

Address _____

5—Shipping Compartments

A compartmentized railroad car, with doors that can be moved against the face of the load and locked in position. Designed to reduce damage to shipments and to prevent pilferage in multiple stops of car.

The manufacturer is Pullman-Standard Div., Pullman, Inc., 200 South Michigan Ave., Chicago 4, Ill.

6—Fibre Fruit Carton

The new Fibrematic container has a plastic-coated liner. It fills fast and can be opened by the consumer without any utensils.

The manufacturer of the packages and licensee of the packaging machinery is Fibreboard Paper Products Corp., 475 Brannan St., San Francisco, Calif.

7—Bag for Fruits, Berries

A new method for packaging frozen fruits and berries in syrup is the Pak-in-Carton. The fruit is packed in pouches of heat sealable film. The sealed pouches are then placed in cartons, overwrapped and frozen.

The Pak-in-Carton is manufactured by Western-Waxide Div., of Crown Zellerbach Corp., San Leandro, Calif.

8—High Speed Line

A completely automatic high speed packaging line uses the Hi-Fi Glamakote cartons. The carton has the positive closure Maralok.

The maker of the cartons is the Marathon Div., of American Can Co., Menasha, Wis. Marathon is also distributor for the automatic packaging machine, Marapak HU.

9—Low Temp. Shipping

The use of liquid CO_2 for eliminating hot spots in a load of frozen foods and the use of liquid nitrogen for a refrigerant in shipping are being explored by many frozen food packers.

The manufacturer of the liquid gases is the Liquid Carbonic Div., of General Dynamics, 135 South LaSalle St., Chicago 3, Ill.

10—Carton Finish

A new carton finish for packages of frozen foods is designed for exact reproduction, brilliant colors and a glossy surface. The name of the offset printing process is called "Gloss Guard."

The manufacturer is the Boxboard and Folding Carton Div., of Continental Can Co., 100 E. 42nd St., New York 17, N. Y.

11—Automatic Pack

The Expresso package, the wrapperless, linerless carton with a coated paper barrier heatsealed across the ends of the carton just under the flaps can be formed, filled and sealed automatically. The carton provides a liquid-tight seal.

The Expresso packages and packaging machinery is licensed in the United States to Mead Packaging, Inc., Atlanta, Ga.

12—Bin Shaker

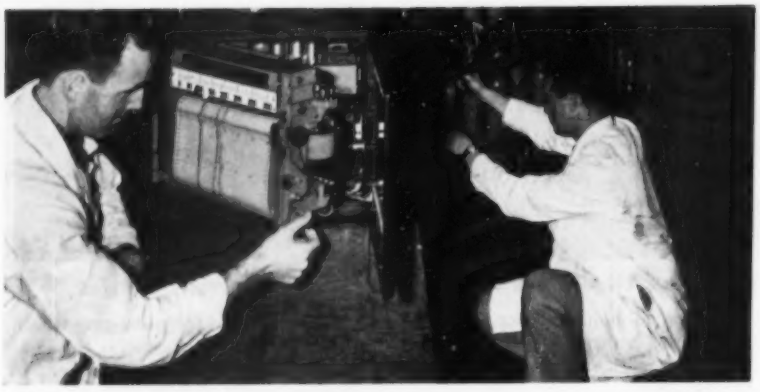
A vibrating unit that may be attached to the side of bins holding dry materials for complete emptying; that may be used for leveling dry materials on containers; and for other functions in a food plant. Equipped with quick-change mounts, it becomes portable. Vibrating action is caused by steel ball, pneumatically rotated in a channel.

The manufacturer is Martin Engineering Company, Neponset, Ill.

13—High Capacity Blanchers

Greater sanitation control is possible with clean-cut plugs in the lower end of the outer tank of the Whirlpool blancher, and doors in the revolving cylinder which can be halted directly beneath the doors in the outer cover of the tank. In operation, a sanitary feature is that hot water overflow is at the point where product enters.

The manufacturer is Huntley Manufacturing Co., Brocton, N. Y.



PRECISE HEAT, humidity and smoking conditions are provided in smokehouse at the American Meat Institute Foundation laboratories. Dr. George D. Wilson (right) inserts thermocouples in summer sausage for temperature recording during test run.

Sausage Made in Hours

Culture starter wins IFT award. Awards to Dr. Arnold Johnson, Dr. Ernest Wiegand

1960 Nicholas Appert Award

Professor Ernest H. Wiegand, former head of the Department of Food Technology, Oregon State College is the recipient of the 1960 Nicholas Appert Award.

Professor Wiegand joined the faculty of Oregon State College in 1919. Through his leadership, he formed and became head of the Department of Food Technology, a position be held until his retirement in 1952. His service to the food industry continues in the capacity of a consultant.

His contributions to the food industry include the development of the recirculation type of tunnel food dehydrator, the perfection of methods of canning and freezing of foods, the improvement of brining and finishing processes for cherries, and the invention of fruit grading machines in which he holds two public service patents.

1960 Babcock-Hart Award

Dr. Arnold H. Johnson, research director at the Research and Development Division of Natural Dairy Products Corporation, is the winner of the Babcock-Hart Award. The award is granted annually to an individual who has made outstanding technological contributions which directly affect the nutritional well-being of the public.

Dr. Johnson has been employed with National Dairy since 1929 and has been research director since 1954.

NICHOLAS APPERT AWARD winner (left) is Dr. Ernest H. Wiegand. BABCOCK-HART AWARD winner (right) is Dr. Arnold H. Johnson.

He early saw the advantages of homogenized milk and worked out a processing procedure to eliminate rancidity development and leucocyte deposition.

Utilization of surplus milk in various forms also had Dr. Johnson's attention: the addition of milk products to baking goods to improve nutrition, to reduce the rate of staling, and to improve eating, toasting and crust properties.

Dr. Johnson was born in Minneapolis and obtained his doctorate degree at the University of Minnesota. His position was that of assistant professor of biochemistry at the University of Minnesota which he subsequently left to accept a professorship at Montana State College. He spent a year at the Carlsberg Laboratory in Copenhagen working with Dr. S. P. L. Sorensen on Sorensen's co-precipitation theory.

He resides in Wilmette, Illinois, with his wife, Theodora. He has two married daughters residing in the East, and a son attending Union College, Schenectady, N. Y.

1960 Industrial Award

A new sausage manufacturing procedure that cuts processing time from seven days to 24 hours and insures positive control over production of the "tangy" flavor traditionally associated with summer sausage, salami, and a number of other popular meat products has won for two organizations and four scientists the Institute of Food Technologists' Achievement Award for 1960.

The recipients are the American Meat Foundation Institute, a nonprofit research institution affiliated with the University of Chicago; Merck & Co., Inc., pharmaceutical manufacturers of Rahway, N. J.; Robert P. Dudley, Merck food technologist; and three members of the Foundation's scientific staff: Robert H. Deibel, bacteriologist; Charles F. Niven, Jr., associate research director; and George D. Wilson, chief of food technology.

MAJOR CONTRIBUTIONS to perfecting starter culture method for sausage, were Dr. R. H. Deibel (upper left), Dr. C. F. Niven (upper right), C. D. Wilson (lower left), all of the AMIF and R. P. Dudley of Merck & Co.

The new process utilizes a pure culture of a painstakingly selected organism to start the fermentation process in the meat products. By this procedure, manufacturers can maintain positive control over the flavor and quality of their products. In addition to developing the pure culture of the starter bacteria and working out standardized processing schedules for commercial use, the Foundation and Merck scientists collaborated in perfecting methods for freeze-drying and shipping supplies of the pure culture so that it could be used in any locality.

Hawaiian Food Research To Have World-wide Impact

By Edward Ross, Head

Dept. of Food Processing & Utilization, University of Hawaii, Honolulu

EDWINA LAU, University of Hawaii beauty queen, displays an experimental jar of sliced Hawaiian bananas, amid an array of other commercial products from the island state.

PETER SEALE checks the temperature of the contents of a can after a spin cook. This cooker makes it possible to pasteurize fruit products with minimum heat, thereby retaining delicate tropical flavors.

The macadamia nut industry is one of the fastest-growing branches of the food business in the new state, tripling in value during the past decade to reach $339,000 in 1959. This compares with a present annual payment to growers of about $200,000 for fruits other than pineapple for processing. About five million pounds of guava, papaya and passion fruit make up the latter.

Big Crops to Profit

Pineapple and sugar remain the giants in the islands' economy. Processed pineapple was valued at $124 millions in 1958, and sugar products at $105 millions. Output of the latter normally runs around $140 millions, but was considerably below normal that season because of a strike.

Both these industries maintain strong research organizations — Pineapple Research Institute and Hawaiian Sugar Planters Assn. PRI is owned by nine pineapple plantations and supports a $1.4 million research program annually. HSPA expends $2 million in research annually. Both are staffed by topflight scientists who are affiliate members of the graduate faculty at University of Hawaii.

However, the staff of the Dept. of Food Processing & Utilization is investigating the possibilities of pineapple-blended products. One is frozen Polynesian punch base, containing pineapple, passion fruit and apple juices, acerola puree, and orange and lemon concentrate. A second contains several of these with a high proportion of acerola, so that the final diluted product provides 40 mg. of ascorbic acid per 100 grams; it is thus equivalent to high-quality orange juice in its ascorbic content.

Service to Other Lands

Although product development for native tropical foods is an important phase of tropical food technology,

Come to Hawaii in May

A personal kipa aloha is extended to the readers for the Pacific Rim Food Conference of the Institute of Food Technologists, May 19 to 29 in Honolulu.

There will be kau kau and okolehao for all to sample. Participants at the conference will have a chance to see, taste and smell many exotic food products, as well as to hear technical discussions concerning their potential development.

Although an official tour of the facilities of the Food Processing & Utilization Department is scheduled, visitors will be welcome at any time. Make haste wiki wiki to plan to visit the new 50th state.

—Edward Ross

basic tropical food science will provide the foundation for future utilization research. This fact is an important consideration in planning the research activities of the new Dept. of Food Processing & Utilization.

With well-integrated research programs in basic and applied research, valuable contributions to the infant field of tropical food science and technology can be expected to continue from Hawaii. The new state is ideally situated to become an international center in this field. Products and processes developed here can easily be adapted to many areas of the Pacific and Southeast Asia, thereby helping to alleviate their serious food problems.

In the world picture, too, the tropics comprise the potential food reservoir of the future. It is in these areas that the energy of the sun is most efficiently utilized in food production on a year-around basis.

The new state of Hawaii will have an impact on the processed food industry of the mainland states. The food pattern of consumers will kaleidoscope with such exotic items as passion fruit juice for breakfast, tropical fruit salad with lychee for lunch, polynesian punch for the late afternoon aperitif, and then dinner with Hawaiian luau items from cans.

For years pineapple and sugar were the only commercial food industries of the islands. These crops were produced on large plantations, and smaller individual farmers had no stable crop demand, outside of a few specialty products for local tastes. Small-scale processors were limited to gift package items for tourists.

Developing Research Facilities

At the beginning of the past decade, however, an advisory agency was authorized to finance a food processing laboratory on the campus of University of Hawaii. Funds were later administered through another territorial agency, the Economic Planning & Coordination Authority.

The food research program was initiated with G. W. Duernberger as director. Succeeding program leaders were recruited on an annual basis, from experienced food technologists on temporary leave. Administrative continuity and active participation in research was supplied by Dr. G. Donald Sherman, chairman at that time of the department of soils and agricultural chemistry.

Now, to help further in encouraging processed food development, Hawaii Agricultural Experiment Station has acquired a new department, that of Food Processing & Utilization. This was authorized by the final territorial legislative session.

Dr. Morton M. Rosenberg, director of HAES, will encourage development of a strong basic research program in tropical food science and technology. The department's functions also will broaden with the university under Pres. Lawrence H. Snyder's proposal for a Center for Cultural and Technical Interchange between East and West in Hawaii. The Johnson-Burns bill, which passed Congress as an amendment to the Mutual Security Act, gives federal support to the Center.

Early Accomplishments

From the initial program at the Food Processing Laboratory have come frozen purees, nectar bases and concentrates of passion fruit, guava, papaya and acerola. Heat-processed products developed by FPU include banana, papaya, mango, passion fruit, tropical fruit cocktails, and lychee.

As a direct result of this product development work, three commercial processors of some of the products are now in operation in Honolulu, another is at Hilo, and a plant is contemplated for Maui.

Mainland interest is shown by recent investments at Hilo and at Maui by Pacific Hawaiian Products Co. of Fullerton, Calif. Also, Nutrilite Products, Inc., of Buena Park, Calif.—in conjunction with Hawaiian Acerola Products Co.—is interested in the acerola cherry as a natural source of vitamin C. Over 700 acres have been planted to the fruit, and a processing and concentrating plant have been erected in Hilo.

CENTRIFUGAL juice extractor for passion fruit. Sliced fruit enters through funnel top. Hard rinds pass out over top of basket, while seeds and pulp pass through perforations. Pulp and seeds are removed by successive passes through pulper and finisher.

OPEN HOUSE recently held at the University's food processing pilot plant.

See also this issue's cover picture.

Peanut Push Is on the Way

Improved raw materials and products, marketing orders and promotion planned

The U.S. peanut industry—now selling some 700 million lbs. of shelled nuts a year for conventional edible purposes, and sometimes over 200 million additional lbs. for oil manufacture—is determined to increase consumption of its products substantially.

This was evidenced by the addresses given at the annual meeting of National Peanut Council, held in Las Vegas, Nev., March 19-22. . . by the off-the-cuff remarks of the more than 200 delegates who made the meeting the largest the council has ever held. . . and by comments of Peanut Butter Mfrs. Assn. officials, who held a board meeting concurrently with the council convention.

Raw Materials

The drive to up peanut consumption is taking three roads—raw materials, manufactured products and merchandising efforts.

An indication of the progress in raw material production was given at the meetings by "The Peanut Story," a motion picture taken by North Carolina State College and underwritten by N. C. Peanut Growers Assn. As the film showed, research is developing strains which are better bearers, have greater resistance to disease, and yield larger and better nuts than varieties of the past.

Mechanization of growing and harvesting also is progressing. Machines are now available for seeding, weeding, fertilizing, harvesting and vining the crop.

Finally, where the freshly-harvested stock has not been sun-dried to the desired moisture level, it is being put through mechanical dehydration equipment.

Manufactured Products

Most peanuts, after harvest, pass through the hands of shellers and then are delivered to manufacturers. Excluding the tonnage crushed for oil, about 50% of the shelled nuts is used for butter, about 25% for salting, some 20% for confectionery, and 5% for a variety of other uses.

The peanut industry has built up its business; in 1958-59 it utilized more than 362 million lbs. of shelled peanuts (according to USDA reports). Typical packers at Las Vegas credited the gain to better raw materials, improved methods and the addition of other food materials (corn syrup, honey) to the formula to give a slightly different flavor and texture.

More Experiments

The butter industry in the aggregate feels that continued experimentation is needed to determine what is the most popular spread that can be evolved from a peanut base. In consequence, the industry's association has opposed the establishment of mandatory federal standards of identity, favoring instead a plan whereby the packers give consumers full information as to ingredients on the label (and, of course, adhering strictly to requirements of the U.S. Food, Drug & Cosmetic Act).

Another product development with interesting potential is the addition of a smoked flavor to runner peanuts, put up by a growers group. Runners constitute about 30% of the shelled peanut tonnage, and are the most important type made into butter, but are used very little in candy, and practically not at all as a salted product.

Marketing Orders

Of major interest at Las Vegas, however, were discussions on the merchandising of peanut products. Four convention speakers — representing Life magazine, metropolitan newspapers, NBC television, and Continental Can Co.—described the marketing outlook for the years just ahead, and provided data on advertising and packaging.

Several peanut industry members pointed out, however, that there are problems in the way of developing funds for promotion purposes. J. W. Cannon of Cotton Producers Assn., Cordele, Ga., reminded delegates that his state had floated a promotion plan on the basis of assessing growers $1 per ton, but that this 1958 program had been declared unconstitutional, and that merchandising efforts were now being conducted on a smaller voluntary scale.

Barton Scott of Southwest Peanut Growers Assn. related a similar experience with a proposed marketing order in Texas-Oklahoma. Currently an organization representing a number of interests—Texas Federation of Agricultural Commodities—is seeking to secure an amendment to the state constitution which will permit passage of an adequate law there.

Other Promotions

Two speakers, however, demonstrated that it isn't necessary to wait for state marketing orders to sell peanuts aggressively.

William F. Seals, president of National Peanut Council, had on display big panels of clippings from newspapers and magazines, all providing information on how to use industry's products for nutrition or flavor. He also spoke of the many radio and television stations which were featuring National Peanut Week.

An individual peanut marketer can move tonnage, too, pointed out John Ritchie of All American Nut Co., speaking at a luncheon sponsored by Red Line Commercial Co. He told how bulk displays of peanuts, peanuts shown in the produce department, publicity from having a movie star give away samples at a theater, sampling on board airliners, and sampling butter in small jars in restaurants, all had been used by his firm in a coordinated promotion-publicity-merchandising campaign for peanuts and peanut products. They have proved to be sharp merchandising tools for moving the products.

Council Names White Chairman

Thomas J. White of Columbian Peanut Co., Norfolk, Va., was elected to head National Peanut Council, succeeding Hobson H. Knowles of Alabama Peanut Producers Assn. The election was held at the annual meeting in Las Vegas, Nev., in March.

Four vice-presidents also were chosen: Mr. Knowles, George B. Freeman of Hou-Tex Peanut Co., George F. Hartnett of Geo. F. Hartnett & Co., and John Ritchie of All American Nut Co.

T. Earle Bourne was reelected treasurer and two staff officers were named: William F. Seals as president, and Miss Maureen Devery to the new post of secretary.

Peanut & Nut Salters Assn. was scheduled to elect new officers, but carried over President John Ritchie and the other officials for another term.

How to sell more olives & cherries

Now that "modern" has come to mean "Twist-Off", olives and cherries need the plus-appeal of this extra-convenient cap to achieve maximum consumer acceptance

It's pretty hard to make money by bucking a trend!

For example, consider the present situation in glass-packed olives and cherries. Here, the packaging picture shows packers, by the score, modernizing their package appeal by "going Twist-Off". The tide is running that way, more and more powerfully—because packers have found out that *this is a mighty good way to please the shopper.* Now that so many foods are reaching her kitchen under this extra-convenient cap, the shopper has come to expect it.

Olives and cherries are no exception! As a matter of fact, they get special benefits from the Twist-Off. They are impulse items. They depend on eye-appeal. So the Twist-Off, with its fresh, modern look, adds an appropriate extra touch.

What's more, their repeated opening and closing make the ¼-turn action particularly appealing, whether it's at the table, in the kitchen—or on a picnic.

Clearly, olives and cherries with the ¼-turn Twist-Off now have a distinct edge in shopper appeal—a sales advantage that just can't be overlooked.

. . . plus safety and economy

There's real packaging economy in the Vapor-Vacuum method, too. The vacuum-protected head space permits substantial savings of brine or syrup. And there's never any leakage!

Unavoidable conclusion:

The move into the Twist-Off capped package, for olives and cherries, is just about inevitable.

VAPOR-VACUUM *Seal and Re-Seal*

WHITE CAP COMPANY

DIVISION OF CONTINENTAL CAN COMPANY

5-60

NEW Twist-Off CAP
NEW Twist-Off CAP
NEW Twist-Off CAP
NEW Twist-Off CAP
Twist-Off CAP

NEW USES and some old ones are shown for litho cans. Bond Pickle Co., Oconto, Mich., is using a 211 x 411 litho can (Canco) for retailing fresh pack pickles. Baumer Foods packs okra and sweet potatoes in 303 and 2½ cans (Canco). Traditional uses for litho cans include TreeSweet Products Co.'s single strength orange juice in 211 cylinders and its frozen concentrate in 32 oz. containers (Canco). Hawaiian Pineapple Co. packs single strength juice in 6Z cans (Continental Can Co.) and Mid-Florida Citrus Cooperative packs its Ace High concentrate in the same can. One of the new products is the jellied cherry sauce packed by Cherry Growers, Inc. in a 300 x 308 can. Another, new to the litho can, is a line of Key Club vegetables, premium label for Fall River Canning Co. in 303's (Continental Can).

Litho Cans Are Successful on Small Run, Hot Pack Items

Squat cans of cherry sauce gleamed a metallic white in the sunlight of a Gary, Ind., supermarket just before Thanksgiving. It was at the time when the Food and Drug Administration had changed the eating habits of the nation by means of a press conference, and the cherry sauce, was intended to fill the hole left on the Thanksgiving table.

The new product was encased in a printed metal container—a lithographed can.

The name "lithograph" comes from the printing process, which, in this case, had printed the red cherries; the green band name, Reddi-Maid, of Cherry Growers, Inc., a cooperative of Traverse City, Mich.; a black outline; and this gleaming, sparkling, white background.

Litho Can Has Limitations

This was a litho can selected for one of its traditional functions:

1. A specialty item, that is packed for the most part in one can size, and for which cans may be ordered in lots of 2,000,000 or more at least 30 days before they are used.

2. A high acid product that doesn't require a long, high-temperature cook.

The advantages of the litho tin in this operation are the same advantages that most packers find. W. J. Klotzbach, general manager of the Traverse City firm explains, "Even though the cost of the litho can is higher than the plain can, usually the labor saved is enough to offset the greater can cost." The labeling line is eliminated. The paint pigments on the litho can will hold its original color much longer than the paper label. Reproduction isn't as good, claim some packers who have tried both. But, the paint-on-metal technique with some pigments seem to give the can a special shine, that makes it distinct.

It was this shine that seemed to stop Hoosier customers for a second look during their holiday shopping.

The limitations of the lithographed can are (1) the need for ordering a sufficient volume in advance, (2) using illustrations and copy that is not likely to go out of date before the supply is used; (3) can handling equipment must be kept in tip-top shape to eliminate nicks and dents.

Does It Look Better?

There are many opinions on a comparison of litho cans and paper labels. R. C. McCracken, vice president of TreeSweet Products Co., Santa Ana, Calif., whose company has packed single strength orange juice for several years, said, "From an artistic viewpoint, we do not feel that the litho cans offer us any particular advantage. In this regard, we rather lean toward the paper labels, since colors on paper are more vivid, and it is easier to obtain accurate color reproduction on paper than on tin."

The can companies are inclined to agree with him. They point out that the real usefulness of litho cans is on fruit base beverages, citrus, milk base formulates and a few others. And they emphasize the need for flexibility in the regular packer cans.

The packers themselves see special situations where the litho cans are desirable:

- It is our opinion that lithographed cans will increase in use because of the factor of economical cost and production line efficiency, but, at the same time, we do not believe that the use of labels will necessarily decrease proportionately. Lithogaphed cans are practical in some cases, but not in all. It is an individual problem for the individual processor—R. C. McCracken, TreeSweet Products Co.

- The only problem connected with the use of the litho tins is that you have to purchase a large quantity; but as we have a large enough distribution on okra and yams, we can invest in the litho cans. Outside of that, they have been a wonderful pack for us. It has been a successful change and we are happy with the appearance of the cans for display purposes, etc.—M. W. Baumer Foods Inc.

- Only a small part of our total production was diverted to litho Key Club tins. We feel it has potential for the future.—Ken Werth, Fall River Canning Co.

- We are packing two varieties of pickles in consumer litho cans. We believe the package is more attractive and the litho cans prevent any scuffing or damage to labels such as sometimes occur on the paper. —L. H. Bond, Bond Pickle Co., Oconto, Wis.

How To Use Cost Data Effectively in Marketing

Cost of selling can be reduced by comparison of costs with similar firms

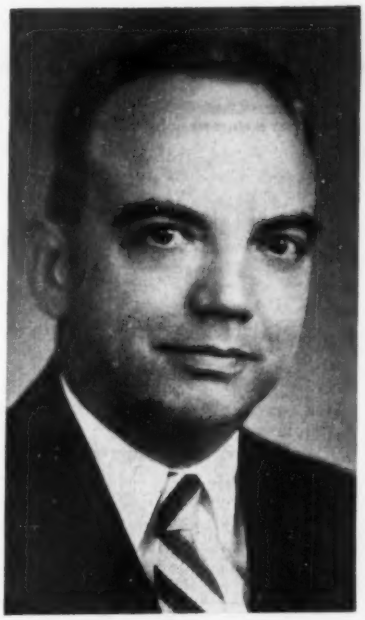
By Dr. H. Wayne Bitting*
Agriculture Research Service
U.S. Department of Agriculture

Today our population is 177 million. Ten years ago it was 147 million. It is growing at the rate about 1.7% annually—around 3 million additional consumers each year. This is the equivalent of adding the population in the entire State of Maryland to our consuming market each year, or a little over 3 cities the size of Baltimore. In addition, the per capita consumption of both canned fruits and vegetables has increased during the past 10 years, as shown in the accompanying table.

Per capita consumption of canned fruits and vegetables, 1949-58

Year	Fruits	Vegs.	Total
	Lbs.	Lbs.	Lbs.
1949	19.7	39.1	58.8
1950	22.0	42.1	64.1
1951	19.5	42.2	61.7
1952	21.0	42.0	63.0
1953	21.3	43.3	64.6
1954	21.1	42.0	63.1
1955	22.6	43.5	66.1
1956	21.8	43.9	65.7
1957	22.4	43.9	66.3
1958	22.7	44.8	67.5

The 1956, 1957, and 1958 three-year average per capita consumption of canned vegetables is 7% higher than the 1949, 1950, and 1951 average. Similarly, the per capita consumption of canned fruits is about 9% higher.



Dr. Bitting

Despite the growth in number of consumers and the increase in per capita consumption, the marketing of canned fruits and vegetables is a tougher job than ever. Why?

Costs Eat Up Profits

Higher wage rates, increased transportation charges, the demand for improved products with greater uniformity, the direct short-term buying practices of the large retail buying units have increased the packers' costs. Intense competition tends to prevent these added costs from being passed on in the form of higher selling prices.

Chart 1 shows that hourly earnings for labor have increased over 200%, and freight rates have gained 180%, since 1945. Likewise, it reveals that other costs—including fuel, power, containers, depreciation, rents, interest on borrowed capital, and taxes (other than those on incomes)—have risen over 180%.

Chart 2 shows that actual labor costs have not increased as fast as hourly earnings. Hourly earnings increased 56% from the 1947-49 average, while labor costs per unit of product increased only 28%. Greater productivity per man-hour is responsible for holding down the increase in unit labor costs. Labor costs are the largest single item in the operating expenses of most food marketing firms.

While the above cost increases do not relate specifically to the canning industry, they are indicative of the overall trend which canners have to face.

Products and Prices

The importance of product improvement and competitive prices is illustrated by a recent survey of a prominent marketing research firm. In discussing basic factors affecting competitive losses for particular brands, 57% of reasons mentioned related to product characteristics. An additional 34% related to price. Product charac-

* *This is the last of a series of articles on cost accounting in processed food plants.* —Editor

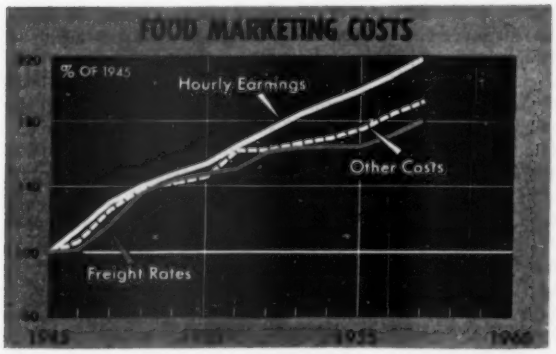


CHART 1

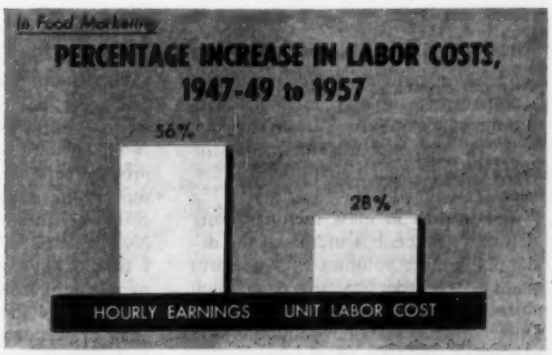


CHART 2

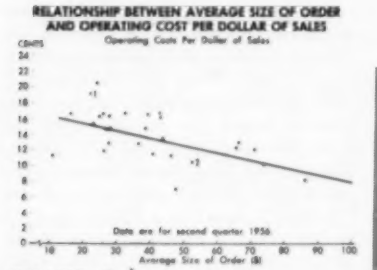

RELATIONSHIP BETWEEN AVERAGE SIZE OF ORDER AND OPERATING COST PER DOLLAR OF SALES
Operating Costs Per Dollar of Sales
CENTS
Data are for second quarter 1956.
Average Size of Order ($)

CHART 3

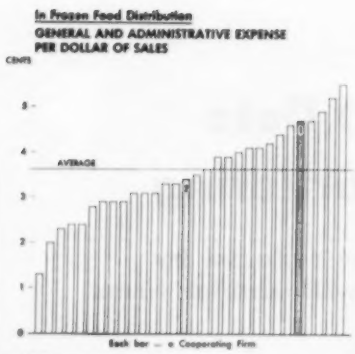

In Frozen Food Distribution
GENERAL AND ADMINISTRATIVE EXPENSE PER DOLLAR OF SALES
CENTS
AVERAGE
Each bar — a Cooperating Firm

CHART 4

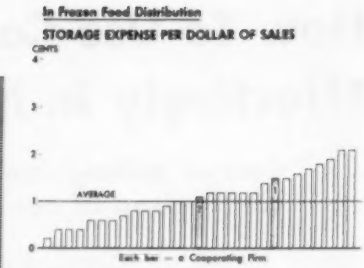


CHART 5

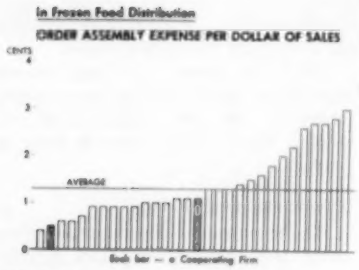


CHART 6

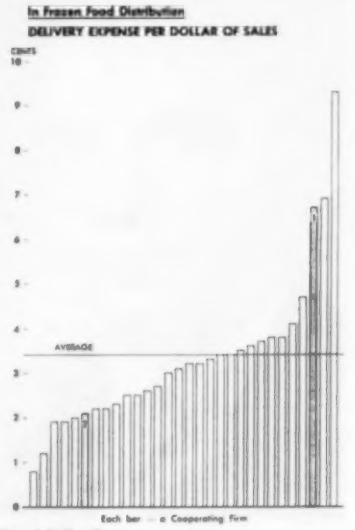


CHART 7

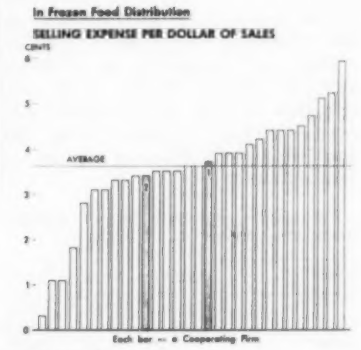


CHART 8

teristics and price situations together accounted for 91% of the reasons mentioned for competitive losses. Competition from new or improved products was the item most frequently mentioned as responsible for product losses. A new or improved product was defined as one having substantial improvements in taste or convenience of use.

If this study is representative of the competitive climate which canners' customers face in marketing products through retail outlets, is it any wonder that you face increased demands for improved product qualities at low prices?

The growth in mass merchandising of food products has increased the demand for large volumes with uniform quality. In order to approach such uniform quality, processors may need more control over the production and harvesting practices of growers.

Increasing labor, transportation, and other costs—plus the demand for quality improvement and uniformity—all add to higher costs. How can you meet this challenge?

Watch Cost Data

Obviously, increased productivity is your best answer. This is where the effective use of cost data can become an invaluable guide to management. In this day of large-volume, low-margin marketing, excessive costs in any one operation may wipe out any profits for your whole enterprise.

The use of cost data for product procurement and plant operation as well as the advantages of uniform accounting for an individual firm have been described in previous articles. I should like to illustrate how a firm may benefit from comparing costs with other firms in the same industry. I shall draw upon the experience I have had with the frozen food distributors.

By examining operating costs of his own firm an individual operator would know his own operating costs. However, if operating costs are to be reduced, he must know where they are high. In order to know where operating costs are high, a manager needs to compare the cost of each operation with other firms having similar operations or develop some other yardstick for measuring efficiency.

For cost comparisons with other firms to be meaningful, the cost information from each firm must be reported on a uniform basis. To make this procedure practical, a simple device is needed for flagging each operation where costs appear high or low in relation to other firms. It should serve as a guide in day-to-day operation, as well as in planning the direction of adjustments for the future. It should reflect also the changes occurring in the marketing system. The cost signal system for management as developed for the frozen food distribu-

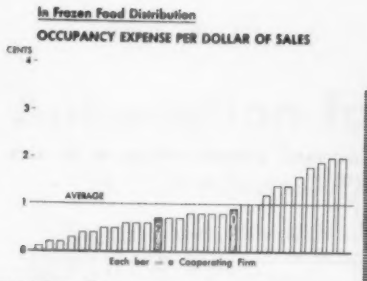


CHART 9

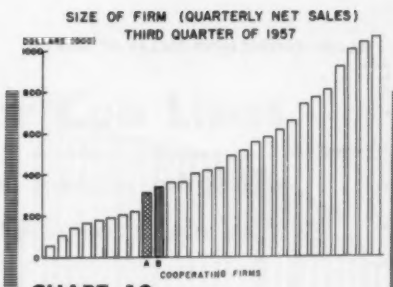


CHART 10

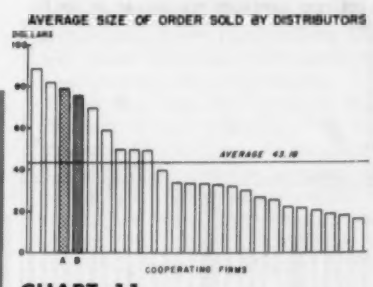


CHART 11

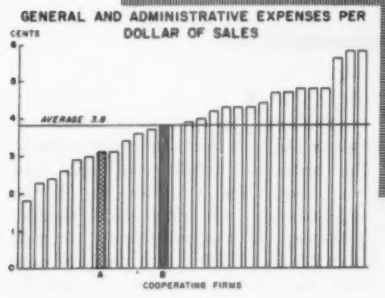


CHART 12

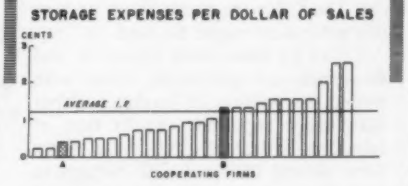


CHART 13

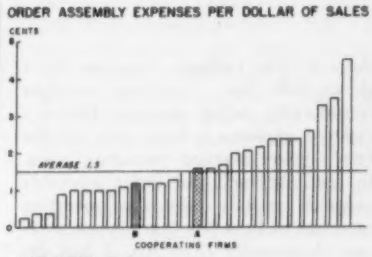


CHART 14

tors was designed to meet these needs.

Finding the High Costs

We found that an $80 reduction in operating costs was the equivalent of the net returns from $10,000 in sales during 1956 and 1957. There was considerable variation in operating costs from the high costs firms to the low cost firms reporting. We could explain two-thirds of the total cost variation between individual firms by three factors: (1) Size of order, (2) man-hours required per $100 of sales, and (3) average hourly wage rates. We could pinpoint the specific operations which were responsible for the individual firm being a high cost or low cost operator.

For those of you who may not be familiar with this work with the frozen food distributors, I am going to refer you to "A Traffic Signal System for Costs," published in the 1957 Frozen Food Factbook. At that time we knew it should cost less to distribute a truck load of large size orders than small ones. Now let's see what the relationship between size of orders and operating costs looked like when we first began our study.

Chart 3 shows this relationship. The line on this chart indicates that a $2 increase in average size of order results in a 1½ per cent drop in operating costs per dollar of sales, using the group average as a base. Against this line I plotted each firm's operating costs per dollar of sales and the average size of order. If each firm's costs behaved according to the average relationship for the group, it would fall directly on this line. If the firm is above the line, its operating costs are higher than the average. If its costs are below the line, it probably has discovered some technique or procedure which makes it more efficient than the others.

Let's look at this picture. You will notice that most of the firms fall fairly close to the line, as we would expect. For purposes of demonstrating how to use these records to analyze costs I selected 2 samples shown on this chart and numbered them 1 and 2.

Let's start with No. 1—which is above the line. Let's see if we can find out why its costs are above the group average. To do this I prepared a set of charts showing each major operating expense category. These charts are similar to those which the cooperating firms receive based upon quarterly records. Let's try to locate the area where No. 1 is experiencing difficulty.

Look at chart 4—the General and Administrative Expense chart. Locating firm No. 1, we see that its expenses are above average and some savings would result if it could bring these costs down to the group average. However, this alone would not be sufficient to bring it down to the line of average relationship between total operating costs and size of order.

Next, turn to chart 5 showing Storage Expense per dollar of sales. Our first reaction might be that these costs are relatively small as compared with the General and Administrative Expenses shown in the chart just examined. In fact these costs are about one-third as large as those shown in chart 4. Even though firm No. 1 has storage expenses higher than average this still would not be sufficient to reduce its overall operating expenses to the group average.

Next, turn to the chart showing Order Assembly Expenses (chart 6). Note that firm No. 1 has costs below the group average. This would tend to place it below the line, rather than above where it is now.

Our next chart shows Delivery Expense per dollar of sales (chart 7). We see at once that if this firm's delivery costs could be reduced to the group average it probably would fall on the line in chart 3.

Let's pick out a firm which falls below our line in chart 3 and see if we can find out where it is more efficient than the others. Firm No. 2 falls below the line.

Going back again to the chart 4 showing General and Administrative Expense per dollar of sales we note that firm No. 2 is about average, so there is nothing here to explain why its costs are below the other firms.

Turning to the chart 5 showing storage expense we can see that again firm No. 2 is an average operator. It is considerably below average for Order Assembly Expense, as can be seen in

CHART 15

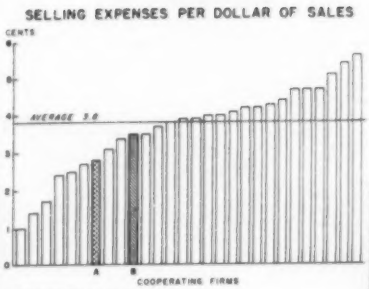


CHART 16

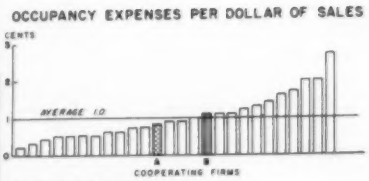


CHART 17

chart 6. The Delivery Expense chart shows firm No. 2 to have expenses considerably below average. Delivery expense explains a large part of the firm's below-average operating costs. In fact, delivery and order assembly expenses explain why the operating expenses of firm No. 2 are below average. Apparently firm No. 2 has developed some technique for reducing its order assembly and delivery costs which the other operators are not using. The charts 8 and 9 show that selling and occupancy expenses for firm No. 2 are about average.

One of the interesting things about this method of analysis is that we are able to locate the specific areas where a firm is unusually strong or weak. In fact we can locate the areas which cause any one of the firms to be significantly above or below the line of average relationship between operating costs and size of orders.

Two additional points should be mentioned before leaving this topic. First, practically every firm showed some area of strength and weakness even though it fell fairly close to the line of average relationship between size of order and operating costs. Secondly, it should be possible for a firm to use these charts to help estimate the potential savings which might be realized from an engineering study of its plant operations before making such a study. Furthermore, the uniform cost accounting records should pinpoint the area where the study would be most helpful.

Following this earlier analysis of operating costs we attempted some further refinements. The old complaint, "Yes, but my operations are different from the average," contained enough truth in it to suggest another approach. By locating a firm's twin with respect to volume of business, type of customers, and average size of order it should be possible to overcome some of the objections to other firms being different. The following charts illustrate how this procedure might be used.

Chart 10 shows two firms—A and B—which are practically twins with respect to volume of business. Other data which reported sales by type of customer indicated that these firms were almost identical with respect to type of customers served even though they were located in different cities.

Chart 11 shows that again firms A and B were practically twins with respect to average size of order which they delivered to their customers. A further comparison revealed that both firms were better than average operators as far as costs were concerned. What advantage might they obtain from comparing costs?

Chart 12 shows that firm A had lower general and administrative expenses per dollar of sales than firm B. Firm B might be able to pick up a few ideas if he could observe how firm A operates in this department.

Chart 13 shows that again firm A has lower storage expenses per dollar of sales. Even though firm B is an average operator he may be able to improve, according to firm A's results.

Chart 14 shows that firm B has lower order assembly expenses than firm A. It looks as if firm A might be able to improve his order assembly operation if he could observe firm B's methods.

Chart 15 shows delivery expenses per dollar of sales. Firm B again excels. Both firms have lower than average costs.

Chart 16 shows that firm A has lower selling expenses per dollar of sales than firm B. There appears to be another opportunity to learn from A in this department.

Chart 17 shows occupancy expense per dollar of sales. This item of cost is relatively small and even if firm B were able to lower his cost to A's level it would not represent a significant gain.

Obviously, the cost comparisons between the two firms merely indicate the areas of relative strength and weaknesses. The variations in operating costs may not appear to be sizable. However, it was interesting to note that if either firm could pick up only half the cost advantage enjoyed by the other firm, it would represent the equivalent of an additional one quarter's net profits for both firms A and B.

The advantages of comparing costs between firms in your industry should be just as great as for the frozen food distributors. When such comparisons are made it is essential that the identity of the individual firms be kept strictly confidential. Some firms may be willing to compare operational "know-how" with other firms having similar characteristics. Where permission is granted, it might be possible to make available a listing of the firms with similar characteristics without revealing their identity in any of the published charts and tables.

A system for comparing costs provides management with a guide for locating areas of strength and weakness. It can give direction to adjustments for tomorrow's future. It is essential to increasing the efficiency in food processing. Your future success may depend upon it.

The four articles in this cost accounting series are:

1. How Uniform Cost Systems Safeguard Packers' Profits, by Gail N. Brown of Touche, Nive, Baily and Smart—February 1960

2. How Raw Product Costs Fit Uniform Accounting Systems, by Dr. Amihud Kramer, University of Maryland—March 1960

3. How To Allocate Production Costs in Uniform Accounting Plan, by Dr. Howard L. Stier, National Canners Association—April 1960

4. How To Use Cost Data Effectively in Marketing, by Dr. H. Wayne Bitting, Agriculture Research Service, USDA—May 1960

Automation for Can Lines

U. S. Products Corp. installs magnetic can-flow dividers, electronic controls

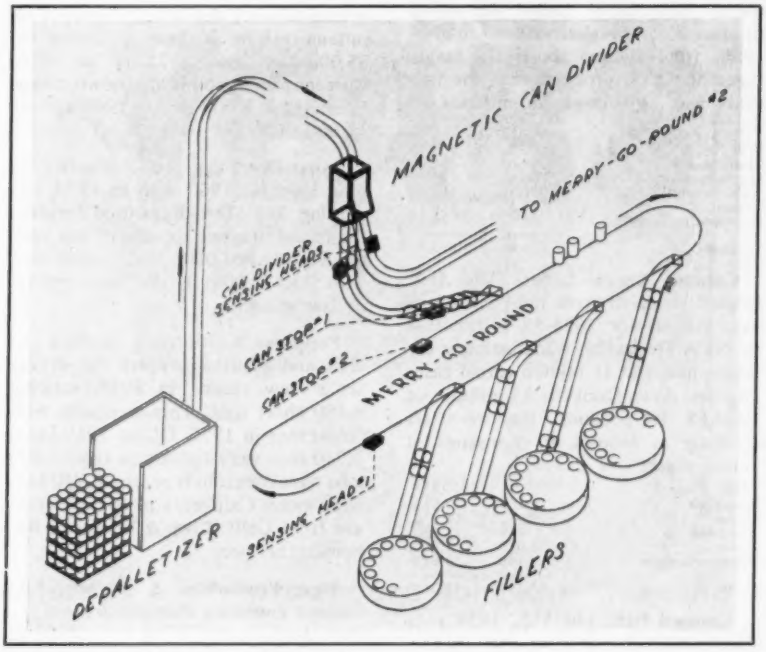


FIGURE 1. Flowchart of can-handling system at U. S. Products Corp.

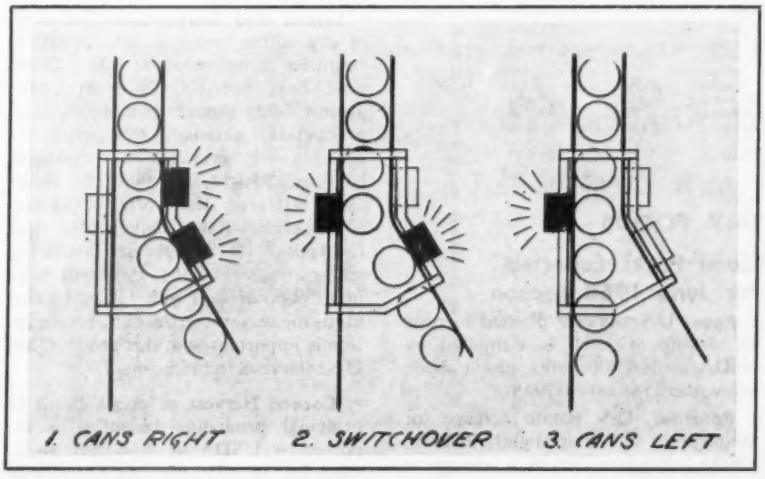


FIGURE 2. Sketches showing how magnetic can-divider operates. In drawing No. 1, both electromagnets on the right are energized, drawing the cans to the right-hand chute. In drawing No. 2, the left-hand magnet begins to draw cans down the left-hand side of the run, while the bottom right magnet remains energized momentarily to allow the lower right-hand cans to clear the divider without jamming. In drawing No. 3, cans proceed smoothly down the left-hand side, guided by the single magnet at left.

An installation of empty can depalletizers may lower can-handling costs, but at the same time may create new headaches for plant engineering.

This was the experience of U. S. Products Corp., subsidiary of Consolidated Foods Corp., at its plant in San Jose, Calif. Depalletizers discharged cans at higher rates than the old system did. Fewer runways thus were needed, but the conventional runway systems and controls designed for former can-feed equipment became bottlenecks.

To get the traffic under control, dividers were needed to break each stream of cans into two separate distribution lines. Mechanical dividers, and then solenoid-operated units, were tried, but at the high speeds the lines operated (up to 1,000 cans per minute) both types of equipment continually jammed. A man was finally stationed full-time at the dividers to clear the jams.

For the 1960 season, U. S. Products has eliminated this problem by installing two new electromagnetic can dividers, plus a series of electronic sensing units. These units, built by Peco Corp., provide automated control of empty-can flow from depalletizer to filler.

Cans from the American Can Co., depalletizers travel via two trunk-line conveyors (one handling No. 2½ cans, the other No. 303's) from the warehouse to the can-divider station atop the plant. Here one magnetic can divider sends the No. 2½ cans on branch lines to either one of two merrygoround systems, while the 303 divider either feeds a merrygoround or delivers directly to a 245-cpm. filler. Figure 2 shows how the separators work.

When cans collect in oversupply behind the can stop on one of the merrygorounds (see Figure 1), the sensing head on the merrygoround operates can stop No. 1 on a branch delivery line, stopping tins from entering.

After a pre-set time delay (to prevent two lines from entering at the same time and causing a jam) a second relay releases the accumulated cans. Thus, surge capacity is provided at this point with minimum holding time for reserve cans.

Similarly, the sensing head in the can runway determines when an oversupply is developing behind the first can stop, and can be set to shut off the flow back to and including the depalletizing equipment.

The new system at U. S. Products Corp., was developed by engineers of Peco Corp., in cooperation with three officials of the canning firm—Benson B. McGann, vice-president/production; Harvey Lancaster, superintendent and Al Zelmer, master mechanic.

CANNED FOODS

Final Fruit and Vegetable Pack Figures Are Revealed

1960 Vegetables: The 1960 U.S. spinach crop for canning and freezing is running ahead of that of 1959. Florida is harvesting 6,650 tons of winter crop vs. 4,400 tons last season, and California's spring tonnage is up from 64,600 to 65,900 tons. Both states had smaller acreage in 1960 . . . Green pea acreage for processing is up 5% over 1959, according to early reports. Acreage for freezing went up 10%, that for canning and other processing only 2% . . . Tomato acreage for canning, glass-packing and other processing is down a shade in 1960-293,250 acres compared with 296,030 in 1959. In the four leading states, plantings are up slightly in California, Indiana and New Jersey, but down a bit in Ohio. Figures are from USDA.

1959 Vegetables: Final figures on the following U.S. 1959 canned vegetable packs have been released by NCA (thousands of actual cases, 1958 figures for comparison):

Item	1958	1959
Beets (Mar. 1-Feb. 29)	8,652	8,673
Carrots (Mar. 1-Feb. 29)	3,034	2,729
Field peas (Jan.-Dec.)		
Blackeye	1,051	735
Purple hull	269	348
Field	524	331
Crowder	230	254
Cream	201	319
Rhubarb	49	58
Spinach (Mar. 1-Feb. 29)	5,211	7,112

1959 Fruits: NCA reports these final pack figures on canned fruits in the U.S., in addition to those previously announced (thousands of actual cases):

Item	1958	1959
Berries		
Blueberries	561	566*
Black raspberries	240	196
Red raspberries	88	72
Strawberries	78	100
Plums†	53	74

*Excludes blueberry pie filling, and also 417,330 doz. 3½-oz. cans packed for inclusion with muffin and waffle mixes. †Excludes purple plums, previously reported.

Canned Citrus: To the first of March, Florida canned citrus packs compare with the previous year as follows, according to Fla. Canners Assn. (thousands of 24/2 cases, season starting Oct. 1):

Item	1958-59	1959-60
FRUIT		
Grapefruit	3,914	3,928
Cit. salad, orange	41	202
JUICE		
Grapefruit	5,914	6,901
Orange	8,855	11,652
Blend	2,741	3,281

Australian 1960 Packs: The Victorian apricot pack is estimated at 570,000 cases against 449,000 in 1959 and 891,000 in 1958. The total canned peach pack will run about 1,900,000 in 1960, compared with 1,710,000 in 1959 and 2,290,000 in 1958. The pear pack is estimated at 2,250,000 in 1960, contrasted with 2,020,000 in 1959 and 2,230,000 in 1958. All figures are in cases of 24/2½s.

Canned Meats: The over-all U.S. output of canned foods containing meat as slightly higher in 1959 than in 1958, final figures show. By major types of packs, production in the two years was as follows, in millions of lbs.:

Item	1958	1959
Chili, tamales	178.0	176.0
Spaghetti-meat	106.4	123.1
Soup products	516.3	532.0
Generarl	1,312.5	1,316.1
Government prods.	63.7	70.5
Totals	2,176.9	2,217.7

Canned Citrus Juices: The U.S. canned single-strength hot-pack citrus juice output for 1958-59 is reported by NCA (including trade estimate for lemon juice) at 31 million actual cases all sizes, down from the 33 millions of 1957-58. By products, the two years compare as follows, in thousands of actual cases:

Item	1957-58	195859
Grapefruit	9,335	9,933
Orange	18,562	15,872
Tangerine	247	630
Lemon	1,013	1,000p
Orange-grapefruit	4,140	3,625
Totals	33,297	31,060

Canned Fish: The U.S. 1959 pack of canned seafoods is reported by U.S. Fish & Wildlife Service as follows (major items only, standard cases, thousands):

Item	1958	1959
Tuna	14,094	14,395
Salmon	3,732	2,463
Sardines		
Maine	2,100	1,750
Pacific	2,223	755
Mackerel	404	595
Anchovies	54	3
Shrimp (So. & Gulf)	808	745
Totals	23,055	20,706

DRY FOODS

Good Packs Expected For June 1960 Season

Peas: U.S. acreage planted to peas for drying in 1960 is estimated by USDA as 316,000 acres, just a shade below the 318,000 of 1959.

Potatoes: U.S. potato acreage for all purposes will be up slightly in 1960, USDA estimates. Planted acreage is expected to run 1,438,000 acres this season against 1,416,000 last. Just as more potatoes were devoted to processing in 1959 than in 1958, so 1960 utilization for canning, drying, freezing and other processed packs is expected to run higher than last year.

Fruits: Preliminary orchard surveys point to an average dried fruit pack in California in 1960. Blossoming and early setting conditions were good in most areas, but there is some shortage of moisture . . . In Australia, rains and high humidity hit the 1960 crops, and in consequence the country's output of sultana raisins is now estimated at 55,000 tons against 75,300 in 1959. Currant production is also down, being estimated at 8,000 tons in 1960 against 12,600 in 1959.

Eggs: Dried egg production is running lower in 1960 than in 1959, according to USDA. Eggs used for drying in the first two months of this year totaled 29,903,000 lbs., contrasted with 33,451,000 in the same period of last season.

Peppers: California's harvest of chili and paprika peppers for drying set a new record in 1959, totaling 8,480 short tons. This compares with 5,600 tons in 1958. Of the 1959 crop, 3,740 tons were California type, 2,000 tons were Mexican type, and 2,740 tons were sweet California paprika. Details are from Calif. Crop & Livestock Reporting Service.

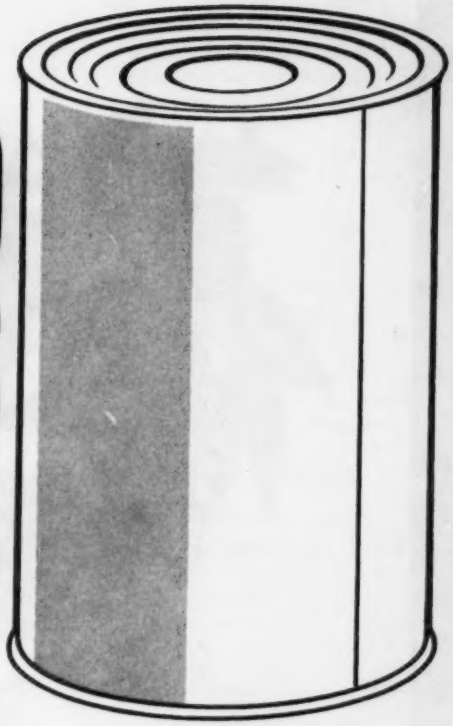
Figs: Production in six important foreign countries dropped from 152,-500 short tons in 1958 to 150,800 in 1959, USDA estimates. U.S. output also declined, from 23,200 short tons to 19,000.

Lentils and Garbanzos: The crop of dry edible lentils in 19 important countries is estimated at 6,076 thousand bags (of 100 lbs.) in 1959, against 6,085 thousands in 1958. U.S. production, although still small, is growing — it averaged 77 thousand bags in 1950-54, but was 155 thousands last year. The world production of garbanzos (also called Ceci and chickpeas), in 18 important producing nations, was 177,581 thousand bags in 1959 contrasted with 136,304 thousands the season before. U.S. consumption is important with this product, but U.S. harvests remain small.

Cocoa: Harvest of cocoa beans in principal producing countries is reported by USDA as 2,160,550 thousand lbs. in 1959-60, compared with 1,976,220 thousands the year before.

Total Dry Food Pack: An indication of how the total dry food output of the U.S. is runinng this year against

150 YEARS YOUNG



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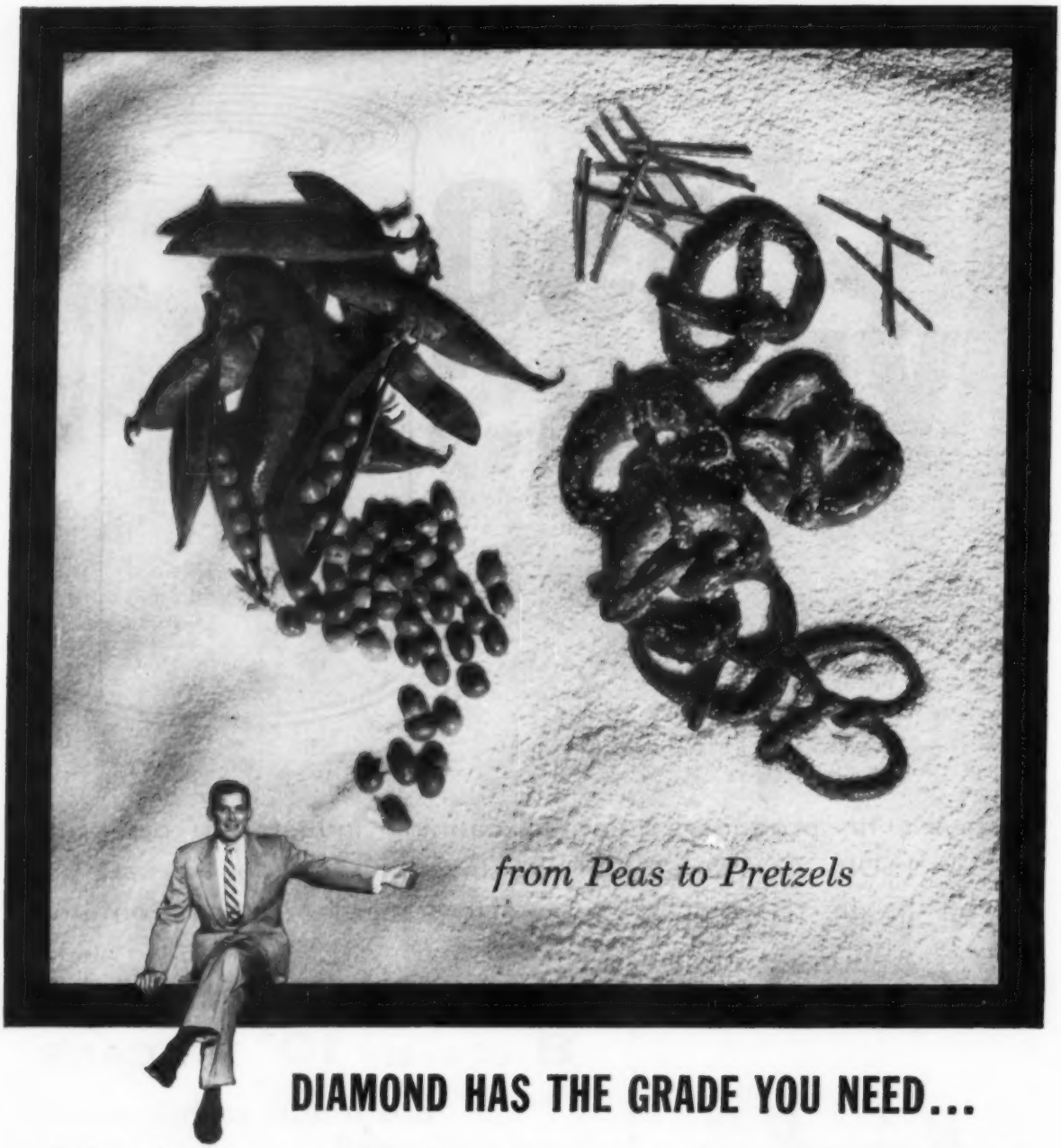

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last is furnished by USDC figures on shipments of converted flexible packaging materials. The usage for food (heavily to dry foods, but also for fresh products, bakery goods, frozen foods, etc.) was as follows this January, with last January's figures for comparison (in thousands of dollars):

	1959	1960
Bags, pouches, etc.	$25,326	$27,573
Printed rolls & sheets	6,199	6,522
Laminated & coated rolls & sheets	5,663	7,289

FROZEN FOODS

Cooked Potato Packs Set New Record in 1959

Eggs: The U.S. frozen egg pack in 1960 is running ahead of 1959, USDA figures show. Production in the first two months of this year totaled 68,044,000 lbs., but was only 52,685,000 lbs. in the same period last season.

Potatoes: The U.S. pack of frozen cooked potato products set a new record again in 1959, Natl. Assn. of Frozen Food Packers reports. Retail packs increased importantly, but institutionals skyrocketed. Western states increased their share of the total U.S. output from 68% in 1958 to 72% last season. By the two types of container sizes, and by the three principal classes of products, the pack in the last two years has been as follows (thousands of lbs.):

Item	1958	1959
SIZES—1 lb. & less	128,064	169,684
Over 1 lb.	141,398	201,364
PRODS.—French fried	232,913	322,294
Whipped, diced	4,361	4,347
Other cooked	32,188	44,407
	269,462	371,048

Calif. Packs: Calif. Freezers Assn., San Francisco, announces that the 1959 pack of frozen fruits and berries was 165,281,442 lbs., down from 212,218,537 lbs. in 1958. The declines were in strawberries, boysenberries and apples, other items showing gains . . . The California frozen vegetable pack was 324,287,311 lbs. in 1959, against 277,053,995 lbs. in 1958.

Seafoods: U.S. production of frozen seafoods is reported by Fish & Wildlife Service as 23.4 million lbs. in the first two months of 1960. This compares with 25.4 million lbs. in Jan.-Feb. of 1959.

GLASSED FOODS

Data on Peanut Butter, Syrups, Honey Reported

Peanut Butter: Peanut used for butter in the seven months ending Feb. 29, 1960, totaled 215,094,000 lbs., down slightly from the 217,910,000 lbs. reported for the like period of 1958-59.

Syrup: U.S. production of edible syrups (packed in glass and otherwise) is reoprted by USDA as follows, in thousands of gallons:

Item	1958	1959
Corn	153,481	162,197
Cane	3,225	3,670
Sorgo	2,567	2,954
Maple	1,516	1,191
Refiners	4,892	3,999
Edible molasses	2,553	3,084
Honey	22,553	21,012

Total Packs: Shipment of glass containers for U.S. glassed food packs were up slightly in the first two months of 1960. Narrow-neck food container deliveries went up from 2,189 to 2,298 thousand gross, and widemouth from 6,398 to 6,711 thousands.

COLLAPSIBLE TUBES

Small Decline in Food Usage Reported for 1959

The U. S. 1959 pack of food materials in collapsible tubes is reported as 618,336 units. This compares with 643,392 tubes packed in 1958. Production was 1,150,013,808 tubes in 1959 and 1,004,947,488 in 1958.

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Processed Food Prices

CANNED FOOD PRICES

F.O.B. packing plant, per dozen containers, as of the first of the month indicated. Data compiled from latest available price lists of individual packers. Districts as follows:

ATLANTIC (Atl.)—Me., N. H., Vt., Mass., Conn., N. Y., N. J., Penna., Md., Del., Va.
SOUTH (S.)—N. C., S. C., Ga., Fla., Ky., Tenn., Ala., Miss., Mo., Ark., Ia., Okla., Tex., P. R.
MIDWEST (M.)—Ohio, Ind., Ill., Mich., Wis., Minn., Iowa, S. D., Neb., Kans.
WEST (W.) — Alaska, Ariz., Calif., Colo., Hawaii, Ida., Mont., N. M., Ore., Utah, Wash., Wyo.

Prices are in dollars and cents, with the dollar omitted when the range covers more than one dollar. When the range is 2 dollars or more, the prices are averaged.

$1.75 to $1.95 is written 1.75-95
$1.75 to $2.95 is written .75-2.95
$1.75 to $3.95 is averaged 2.95

CANNED FRUITS

	March 1, 1960 —303—	—10—	April 1, 1960 —303—	—10—
Apples, sliced				
Atl.		12.00		12.00
Wes.		9.50		9.50
Applesauce, fancy				
Atl.	1.30	6.85	1.30	7.00
Wes.	1.45	8.50	1.45	8.50
Apricots, ch. hvls.				
Wes.	2.05		2.05	12.10
Cherries—Red Tart Pitted, water				
Atl.		12.50		12.50
Mid.	.75-1.95	.75-11.50	1.75	10.50
Wes.	2.07	12.00	2.00	12.00
Cherries—Sweet Unpitted, Wes. ch.				
dark	3.15	18.35	3.15	.35-19.85
light	3.35		3.35	20.15
Citrus—Grapefruit (303 & 46 oz.) fcy. swtnd.				
So.	1.75	9.50	1.75	9.50
Citrus-Salad (303 & 46 oz.) fcy. swtnd.				
So.	2.80		2.80	
Cranberry Sauce (No. 300) fcy. puree				
Atl.	1.70-75		1.70-75	
Figs, Choice				
Wes.	2.35	13.05	2.35	13.05
Fruit Cocktail, choice				
Wes.	2.12	11.85	2.12-20	11.85
Fruits For Salads, fcy.				
Wes.	3.05	16.75	3.05	16.75
Olives, Ripe (No. 1 Tall) Wes.				
lg.	2.90	18.10	2.90	18.10
ex. lg.	3.00	18.80	3.00	18.80
Peaches—Clingstone, Wes. ch.				
slice	1.90	9.50	1.90	9.50
hlvs.	1.75	9.10	1.75	9.50
Peaches—Freestone, ch. hlvs. Elb.				
Mid.	2.65	11.25	2.65	11.25
Wes.	1.90	10.35	1.90	10.35
Pears, ch. hlv. Bart.				
Mid.	1.90	10.50	2.05	10.50
Wes.	2.05	11.50	2.05	11.50
Pineapple (No. 2) Wes. fcy.				
Slice	3.75	15.50	3.75	15.50
Chnk.	3.42	15.70	3.42	15.70
Crsh.	2.90	11.40	2.90	11.40
Plums—Purple, ch.				
Wes.	1.55	7.25	1.55-65	7.75

CANNED VEGETABLES

	March 1, 1960 —303—	—10—	April 1, 1960 —303—	—10—
Asparagus (No. 300) fcy. lg. green				
Atl.	3.40	12.25	3.40	12.25
Mid.	3.00	12.75	3.00	12.75
Wes.	3.52		3.52	
Asparagus, White				
Wes.	2.80		2.80	
Beans, Green Lima, fcy. small				
Atl.	2.10	12.25-50	2.10	12.50
Mid.	1.45	8.75	1.45	8.75
Beans, Green Snap, fcy. cut (Wes. B. L.)				
Atl.	1.40	9.00	1.40	8.00-50
So.	1.60	8.50	1.60-80	.50-9.00
Mid.	1.45-55	9.00	1.45-55	9.00
Wes.	.77-2.20	.00-11.00	1.87-95	.75-10.75
Beans, Wax Snap, fcy, cut.				
Atl.	1.70	.50-9.00	1.70	9.00
Mid.	1.50	9.25	1.50	9.25
Beets, fcy. sliced				
Atl.	1.07-12	.75-5.00	1.07-12	4.75
Mid.	1.15	5.00	1.15	5.00
Wes.	1.35	6.10	1.35	6.10
Carrots, fcy. diced				
Atl.	1.30	5.60	1.20-25	6.25-75
Mid.	1.00	5.00	1.00	5.00
Corn-Golden, Cream & Kernel, fcy.				
Atl.	1.40	8.75	1.40	.50-9.00
Mid.	1.40-45	8.25-50	1.40-45	8.25
Wes.	1.55-60	8.50	1.60	8.50
Corn-White, Cream & Kernel, fcy.				
Atl.	1.40	8.50	1.40	8.50
Peas, Green (No. 2 sieve), fcy. early				
Atl.	1.85	10.00	1.85	10.00
Mid.	1.75-85	.50-12.00	1.80	12.00
Peas, Green (No. 2 sieve), fcy. sweet				
Atl.	1.70	9.00	1.70	8.50
Mid.	1.70	9.50	1.75-80	12.00
Wes.	1.72-75		1.95	8.25
Peas, Blackeye (No. 300) fcy.				
So.	1.20	7.50	1.20	7.50
Pimientos (4-oz.) whole, So.				
tin	1.65		1.65	
glass	1.85		1.85	
Potatoes, Sweet (No. 3-Vac.), fcy. syrup				
Atl.	2.10	9.50	2.10	9.50
So.	2.60	9.50	2.60	9.50
Potatoes, Sweet (No. 3 Vac.) fcy. vacuum				
Atl.	2.10		2.10	
Potatoes, White, fcy.				
Atl.	1.05		1.05	
So.	1.15	5.55	1.10-15	5.55
Pumpkin (No. 2½), fcy.				
Atl.	1.50	5.50	1.50	5.50
Mid.	1.57	5.50	1.57½	5.50
Wes.	1.50	5.00	1.50	5.00
Spinach, fcy.				
Atl.	1.45	7.00	1.45-70	7.00
So.	1.20	5.75	1.20	5.75
Wes.	1.20	4.75	1.17½	4.85
Other Greens, So. fcy.				
trnp.	.97½	4.80	.97½-1.00	5.10
mstd.	.97½	4.80	1.00	4.80-95
poke	1.35		1.35	
Sauerkraut, fcy.				
Atl.	1.15	5.10	1.15	5.10
Mid.	1.40	6.80	1.40	6.80
Wes.	1.35	7.25	1.35	7.25
Tomatoes, Ex. Std. (Wes. fcy.)				
Atl.	1.60	8.00	1.60	8.00
So.	1.25	7.00	1.25	7.00
Mid.	1.50	8.75	1.60	8.75
Wes.	1.40	7.50	1.40	7.50
Tomato Catsup—Tin, fcy.				
Atl.		11.00		11.00
Mid.		10.00		10.00
Wes.		9.50		9.75
Tomato Paste (6-oz.) 26%				
Atl.		10.85		10.85
Mid.		10.85		10.85
Wes.	.90	11.60	.92½	.85-12.00
Tomato Puree (No. 2½) fcy. 1.045 (Wes. 1.06)				
Atl.	2.00	7.00	2.00	7.00
Mid.		6.50		6.50
Wes.	2.20-25	7.25-35	2.30	7.50
Tomato Sauce (8-oz.) fcy.				
Atl.	.95	11.00	.95	11.00
Wes.	.77½	8.25	.80	8.50
Mixed Vegetables, fcy. Peas-Carrots				
Atl.	1.65	9.00	1.65	9.00
Mid.	1.45	.25-9.00	1.50	9.00
Wes.	1.62	9.00	1.62½	9.00
Mixed Vegetables, Succotash, fcy.				
Atl.	1.50	11.00	1.50	11.00
Mid.	1.45	11.00	1.45	
Mixed Vegetables, other				
Atl.	1.55	9.00	1.55	9.00
Wes.	1.75	9.75	1.75	9.75

FROZEN VEGETABLES

(Retail per doz.)
(Instl. per lb.)
(Grade A)

	March 1, 1960 —Retail—	—Instl.—	April 1, 1960 —Retail—	—Instl.—
Asparagus—Jumbo, 10-oz., 40-oz.				
Atl.	4.50	.51	4.50	.51
Wes.	3.45	.45	3.45	.45
Beans, Fdhk, Lima—10-oz., 40-oz.				
Atl.	2.15-59	.24	2.20-59	.24
Wes.	1.85	.21	65-2.05	.21
Beans, Baby Lima—10-oz., 40-oz.				
Atl.	2.25-59	.24	2.30-59	.25
Wes.	1.95	.21	.85-2.05	.21-.24½
Beans, Green Snap—Reg. 9-oz., 40-oz.				
Atl.	.85-2.05	.20	.90-2.05	.20
Wes.	1.60	.18	1.55-70	.18-.21
Beans, Green Snap—Fr. Cut 9-oz., 40-oz.				
Atl.	.85-2.05		.90-2.05	
Wes.	1.60	.18	1.55-70	.18-.21
Beans, Italian—9 oz., 40-oz.				
Atl.	2.35		2.35	
Wes.	1.95	.20½	1.95	.22
Broccoli—10 oz., 32-oz., Spears				
Atl.	2.20-33	.19-.20	2.20-33	.22
Wes.	1.85	.18-.19	1.55-85	.18-.19
Brussels Sprouts.—10-oz., 32-oz.				
Wes.	2.35	.23	2.35-40	.25-.26
Carrots—50#				
Atl.		.07		.07
Wes.		.06		.06
Cauliflower—10-oz., 32-oz.				
Atl.	2.55-75	.15	2.55-75	.15
Wes.	1.85	.19	1.80-85	.18-.19
Corn, Cut—10-oz., 40-oz.				
Atl.	1.99	.19½	1.90-99	.22
Wes.	1.60	.19	1.60-65	.20-.22
Corn, Cob—2-ear, 12-ear				
Mid.	2.60		2.60	
Wes.	1.40-70		1.70-85	
Kale—10-oz., 32-oz.				
Atl.	1.60	.13	1.63	.13
Mixed Vegetables—10-oz., 40-oz.				
Atl.	.75-2.05	.21	.75-2.05	.21
Mid.	1.55	.19	1.55	.19
Wes.	1.60	.19-.20	1.60-65	.18½-.20
Okra—10-oz., 40-oz.				
Atl.	1.70	.22	2.25	.22
Peas, Blackeye—10-oz.				
Wes.	2.25		2.25	
Peas, Green—10-oz., 40-oz.				
Atl.	1.50-79	.17	1.50-79	.17
Mid.	1.35	.16	1.35	.16
Wes.	1.45	.15½-.16	1.35-45	.15½
Peas & Carrots—10-oz., 40-oz.				
Mid.	1.17	.16	1.17	.16
Wes.	1.30	.14-.16	1.25-30	.14-.16
Potatoes—9-oz., 40-oz. Atl.				
F. F.	1.60-74	.19	1.60-74	.19
whip	1.52		1.52	
shred	1.80		1.80	
puffs	1.63		1.63	
Potatoes, 9-oz., 40-oz. Wes.				
F. F.	1.40	.17	1.40	.17
shred		.17½		.17½
Pumpkin & Squash—12-oz., 4-lb.				
Atl.	1.63-65	.08¾	1.63	.09
Wes.	1.30	.09	1.15-30	.08½-.09
Spinach—10-oz., 48-oz., Leaf				
So.	1.70	.09½	1.78	.09½
Wes.	1.20-25	.08-.10½	1.05-50	.09½-.11
Spinach—10-oz., 40-oz., chopped				
So.	1.70	.10	1.78	.10
Wes.	1.15-20	.10	1.00-50	.09-.10
Succotash—10 oz., 40-oz.				
Atl.	2.00-25	.23	2.25	.23
Wes.	1.65	.19	1.65-95	.19-.20

FROZEN FRUITS

	March 1, 1960 —Retail—	—Instl.—	April 1, 1960 —Retail—	—Instl.—
(Retail per doz. 6-oz.) (Instl. per doz. 32-oz.)				
Apples (30# sliced)				
Atl.		.12		.12
So.		.12		.12
Wes.		.11½		.11½
Apricots (30# halved)				
Wes.		.12		.12
Cherries, Red (30# Pitted)				
Atl.		.14		.14
Mid.		.15		.15
Wes.		.18		.20½
Cherries, Sweet (30#)				
Wes.		.20		.20
Grapes and Pulp (44#)				
Atl.		.12½		.12½
Peaches, Freestone (12-oz., 30# sliced)				
Atl.	2.58	.18	2.58	.18
Mid.		.14		.14
Wes.	2.05	.13	2.05-25	.14½
Blackberries (12-oz., 30#)				
Wes.	1.50	.23½	1.50	.23½
Blueberries (12-oz., 30#)				
Atl.	3.29	.26	3.29	.26
Mid.		.25		.25
Boysenberries (30#)				
Wes.	2.25	.13½	2.25	.13½
Raspberries, Black (10-oz. 30#)				
Atl.	2.88	.22	2.99	.22
Wes.		.25		.25
Raspberries, Red (10-oz., 30#)				
Atl.	2.30-90	.25	2.30-90	.25
Mid.	2.20		2.20	
Wes.	2.20	.20-.23	2.05-20	.23
Strawberries (10-oz. sl., 30# whl.)				
Atl.	2.35-56	.25	2.35-56	.25
Wes.	2.05-20	.19½-.20	2.05-20	.19½-.20
Mixed Fruits (12-oz.)				
Wes.	2.75		2.75	

FROZEN JUICES

	March 1, 1960 —Retail—	—Instl.—	April 1, 1960 —Retail—	—Instl.—
(Retail per doz. 6-oz.) (Instl. per doz. 32-oz.)				
Grapefruit				
So.	1.20	5.50	1.20	5.50
Lemon				
Wes.	.88		.88	
Lemonade				
So.	1.16		1.16	
Wes.	.87		.87	
Lemonade, Pink				
Wes.	.88		.88	
Limeade				
So.	1.00	6.00	1.00	6.00
Orange				
So.	1.50	.75-7.25	1.50-55	.75-7.25
Wes.	1.60		1.60-87	

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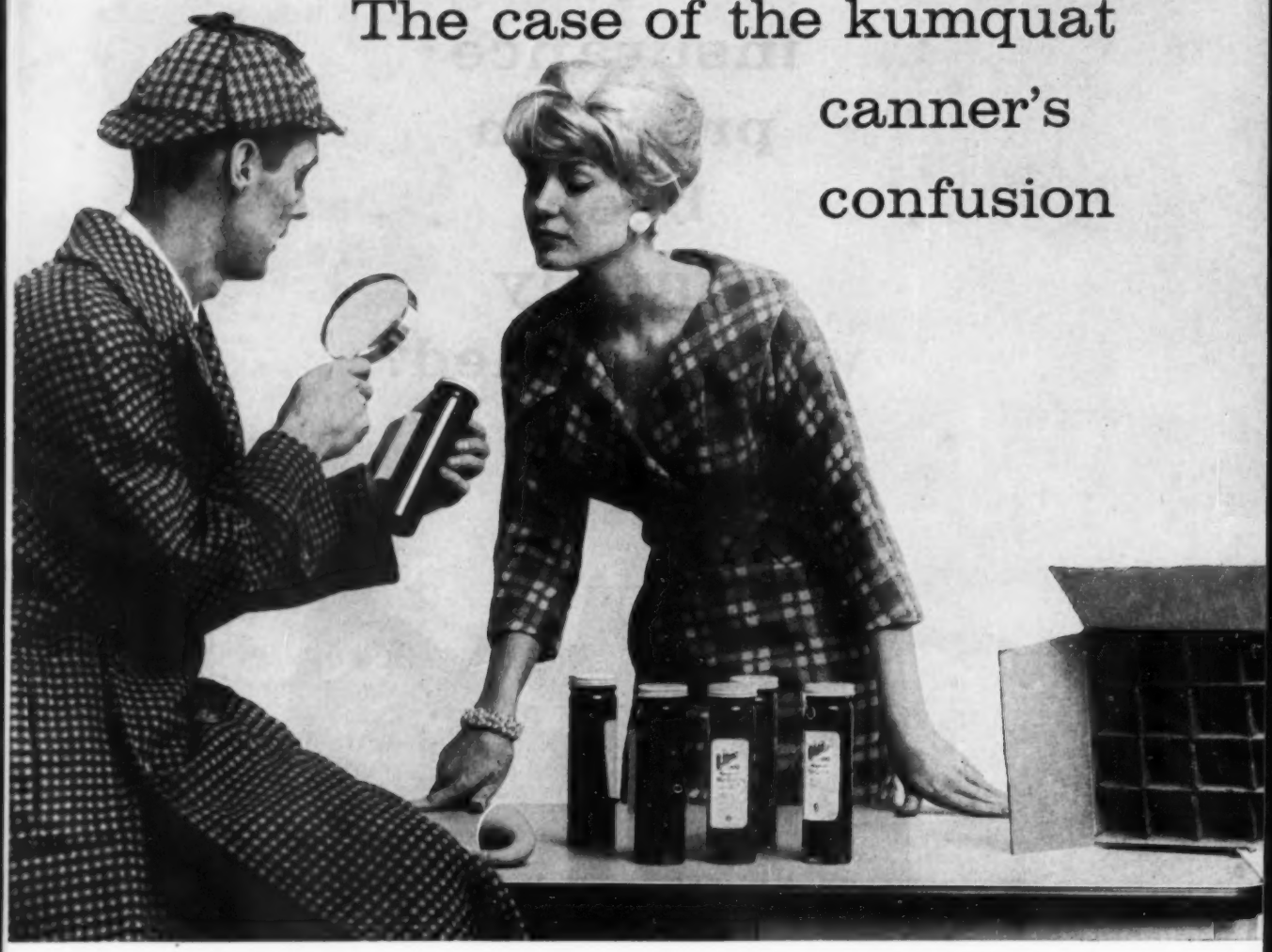
The case of the kumquat canner's confusion



FEARLESS FULLER: Are you familiar with lines, Miss Watson?

MISS WATSON: Well, I've listened to quite a few clever ones in my day.

FEARLESS FULLER: I happen to be talking about canning lines not men's lines.

MISS WATSON: I imagine this must have something to do with your latest case.

FEARLESS FULLER: Yes, it does. I call it The Case of the Kumquat Canner's Confusion.

MISS WATSON: The kum-what?

FEARLESS FULLER: Kumquat. It's a sort of citrus fruit.

MISS WATSON: Why, with a name like that it's no wonder he was confused. But what was his problem, Fearless?

FEARLESS FULLER: Oh, it varied. His main trouble was that he wasn't using Fuller adhesives. As a result, sometimes his labels wouldn't stick properly. Other times, his cases would pop open during shipment.

MISS WATSON: He was really becoming unglued, huh, Fearless?

FEARLESS FULLER: Yes, you might say at times he didn't know whether he was kuming or gluing.

MISS WATSON: I suppose happily about that time you entered the scene.

FEARLESS FULLER: That's right. Fortunately I was able to prescribe Fuller Adhesives to meet his every need. Fuller's 1303 for labeling and 176 for case sealing. Now his adhesive troubles are over and the case is solved.

MISS WATSON: Oh, Fearless, you're wonderful.

FEARLESS FULLER: Elementary, Miss Watson. A Fuller man always knows the solution to adhesive problems.

Your Fuller man is ready with the correct solutions on any adhesive problems for you, too. Contact your nearby plant.

H. B. Fuller Co.

INDUSTRIAL ADHESIVES

St. Paul, Minnesota

St. Paul, Minn. • Atlanta, Ga. • Buffalo, N.Y. • Chicago, Ill. • Cincinnati, Ohio
Dallas, Tex. • Kansas City, Mo. • Linden, N.J. • Los Angeles, Calif. • Memphis, Tenn. • Portland, Ore. • So. San Francisco, Calif. • Tampa, Fla.
Also Winnipeg, Can. • Fuller Adhesives International, Nassau, Bahamas

Who'll Write a Certificate for Fertilizer?

Chain stores are requiring processors to supply a guarantee that their food will meet Food and Drug Administration rules.

The packer in turn goes to his growers and has them sign a piece of paper. Then the grower gets edgy. When a salesman for fertilizer comes around, the grower says he's got to have a certificate.

A certificate from a fertilizer plant? The stuff isn't made to eat. It doesn't get in the food, it goes on the ground. Period.

But these growers. They say that the packer is worried about "systemic" chemicals. Particularly systemic chemicals that may be carcinogenic. A systemic chemical that is absorbed by the plant like DDT or BHC can be found in very, very, very small traces in the product—a can of corn or beans.

And who cares whether this insignificant amount can be found? The Food and Drug Administration does, that's who. Remember cranberries?

—A supplier, who doesn't supply fertilizer, and who would just as soon remain nameless, both to his customers and the FDA.

New Can Has Added Advantage of a Cover

In the process of inventing a new can opener, a new can was born. The can has a simple design. It has a slip-over lid which can be opened on the side by the new can opener. The lid can then be lifted off leaving a sterile lip.

The advantages of the new can are as follows:

- Sanitary opening. Since the can is opened on the side, no dirt on the opener or cover gets into the food, nor does the food get on the cover or opener.
- Reusable cover and can. The consumer can store unused portions in the sterile can with its original cover rather than using a glass jar with a covering that can slip.
- Easy opening. If a new can opener is not available, the new can may be opened on the bottom by a regular opener.
- Air-tight and tamper-proof seal. The cover is double-seamed to the can body and removable only by cutting.
- Variety of design. The covered can is free of restrictions as to size and shape. It can be flat, dished, domed or otherwise; it can be handled, knobbed or recessed for finger gripping; it can be shaped like a bottle, jar, or bowl, etc. The reason for this freedom of shape is that the new opener only touches the double seam around and below the top of the can.

DRAWINGS OF THE NEW CAN are being looked over by its inventor, Raymond C. E. Caprioni, an accountant.

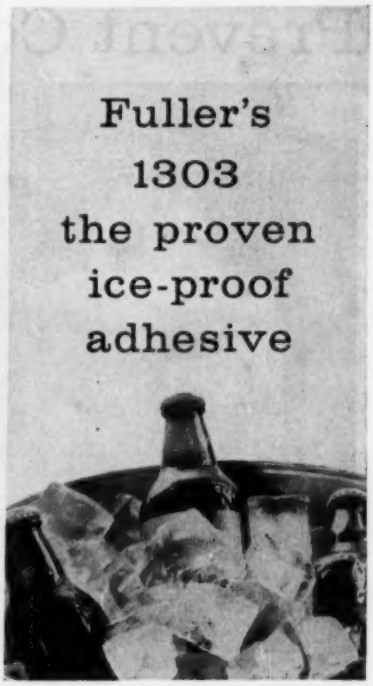
- New uses. The covered can may be used for commodities such as coffee, flour, cereals, spices, rice, biscuit mixes, etc.

—Inventor Raymond C. E. Caprioni, 7102 Vivian Ave., Dallas, Texas.

Six Suggestions For Testing New Indicators

The following are test suggestions for a new time-temperature indicator for use in shipping frozen foods.

1. Dry ice should be used to activate the devices whose temperature range is set by the indicator design.
2. The indicators should be placed between the first and second layers of frozen food in the carton. They should not be placed on the outside of the container. Nine devices should be used in each car or truck load with two in the center of the load.
3. A vibration test should be conducted on the indicators to determine their ability to withstand rough handling during shipment of the product.
4. Frozen food items which might be used in the test are: 6-way boneless beef; precooked meals; orange juice concentrate, frankfurters, whole milk, strawberries, chicken, and peas.
5. Any stop-off cars or trucks used for delivery along the way should be included in the test.
6. Where possible, trained observers should be used at all points. Question-



Fuller's 1303 Ice-Proof Adhesive is recognized for its superior humidity resistance and ice-proofness. It will pass your most rigid specifications.

1303 machines without stringing, cottoning, or webbing. Gives good glue pot performance without foaming. One of 1303's superior features is its storage stability—doesn't change viscosity. It has high initial tack, handles both paper and foil, dries nearly invisible, and forms strong bonds to keep label edges skin-tight against bottles.

In many cases, certain modifications of the basic formulation are necessary to satisfy special brewery needs. These changes can be worked out with your Fuller Man. Contact your nearby plant.

H.B. Fuller Co.
INDUSTRIAL ADHESIVES
St. Paul, Minn.

SILICONE NEWS from Dow Corning

Prevent Costly Foam

Dow Corning Silicone Defoamers Reduce Waste, Increase Capacity

Foam is costly . . . it takes up production space, slows down processing, causes maintenance problems—may even create a fire hazard! You can control foam once and for all with the most effective antifoams ever developed: Dow Corning silicone defoamers.

Odorless, tasteless, and physiologically harmless, Dow Corning silicone defoamers are used extensively in processing and packaging foods, syrups, and antibiotics. Effective at extremely low concentrations and safe to use, they neither alter nor contaminate the end product. Dow Corning Antifoam A may be used in nonstandard foods at concentrations to 10 ppm; water-dilutable Antifoam AF Emulsion may be used at concentrations to 34 ppm.

IN FREEZING MIXES

A typical application: in making Fudgsicles, foaming of milk, chocolate and other ingredients caused numerous rejects of frozen bars and also cut production space. Antifoam AF Emulsion added to the processing prevents foam . . . helps keep production up and costs down.

IN ANTIBIOTICS

Write for a FREE SAMPLE giving an indication of your foaming problem and whether it's in an aqueous or oil system. Address Dept. 4405.

first in silicones

Dow Corning CORPORATION

MIDLAND, MICHIGAN

ATLANTA BOSTON CHICAGO CLEVELAND DALLAS LOS ANGELES NEW YORK WASHINGTON, D. C.

naires should be used where observers are not possible.

—Industry Advisory Committee at a meeting of the Quartermaster Food and Container Institute for the Armed Forces.

How To Keep Employee Morale at High Point

Creative, positive, dynamic job security is what the good employee needs. There cannot be too much security, because it creates inefficiency, nor too little, because then the worker sets up defenses (aggressive, withdrawal, non-adjustive).

Some factors in a satisfactory type of job security are:

(1) Fair, consistent, appropriate disciplining of employees.

(2) Fair, consistent, appropriate rewards for good accomplishment.

(3) Careful spelling out of job descriptions, performance standards, to whom to report, etc.

(4) An appeal procedure against mistakes by bosses.

(5) Protection against job loss for technological reasons.

(6) Opportunity to use initiative.

(7) Development of informal groups under company leadership.

(8) Opportunity for promotion.

(9) A general attitude of approval by management.

—Dr. Wendell L. French, University of Washington, at N.W. Canners & Freezers Assn. convention, January, 1960.

NISIN: A Step Forward?

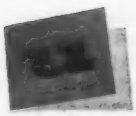
A new food additive has been developed which may prove to be a revolutionary advance in the technique of food processing. Called "Nisin," it is a protein-like substance produced in minute quantities in milk bacteria used in cheese making. This new additive stops the multiplication of certain food-spoiling bacteria. It also renders these bacterial spores more sensitive to heat. Therefore, a canner may some day process his goods with little more heat than that needed for adequate cooking.

New Inspection Seal

Due to a change in regulations for the inspection of animal food products, the U. S. Department of Agriculture is replacing two inspection seals previously used with a new one. The new seal will stress the fact that the ingredients and manufacturing process have been continuously supervised by meat inspectors of USDA's Agricultural Research Service. Other

We'll do almost anything for our customers!

What does it take to drum up business for you? The right blend of ingredients is certainly vital. That's why your UNION STARCH representative is likely to involve himself in most every phase of your operation. He'll do almost anything to assure you a better product through the efficient use of UNION CORN SYRUPS. If this sounds like a familiar tune, let us show you proof of our complete service. Write today for a visit from your UNION STARCH representative.



UNION STARCH & REFINING COMPANY, INC.
Columbus, Indiana

Whether it be Corn Syrup, Starch or Caramel Coloring . . . UNION STARCH quality insures end-product excellence

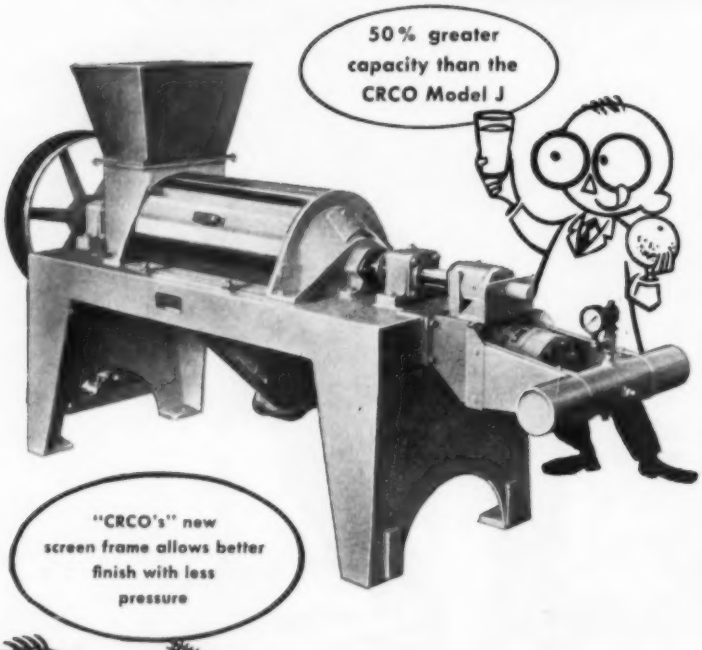
Amazing!

THE PERFORMANCE OF THE NEW

AIR CONTROLLED

MODEL TJE
TOMATO JUICE
EXTRACTOR

by CRCO*
*SAY "SEE-AR-CO"



- **AIR CONTROL** provides precise means of controlling solid content in juice by varying the air pressure and maintains constant pomace pressure on changing positions of the screw.
- **AIR CONTROL** maintains constant pressure with varying product flow and gallonage; allows adjusting of pomace dryness without stopping the extractor.
- **AIR CONTROL** can be connected to a recording instrument and even locked.
- **NEW SCREEN FRAME** provides greater available screen surface.
- **NEW SCREEN FRAME** increases capacity with less pressure and produces better juice.

Write for complete information.

THE BEST OF Everything

CHISHOLM-RYDER CO. INC.
Niagara Falls, New York
FOR THE FOOD PROCESSOR

(Continued from Page 58)

information which appeared on the old seals will now appear as part of the label.

Canned Meat Expert Wanted

The International Labor Organization is looking for an expert in the production of canned meat to go to Yugoslavia on a four months' mission. The assignment will be under the Expanded Program of Technical Assistance of the International Labor Office, a specialized agency of the United Nations.

Sell the Food Industry

The Chicago IFT Education Committee is preparing a speaker's outline and a brochure which can be used by food industry representatives when addressing groups of high school students or various civic organizations. The Committee would like all members of Chicago IFT to supply qualified speakers for addressing such groups and selling them on opportunities in the food industry.

Men in the News

Arthur S. Flemming, Secretary of Health, Education and Welfare, will speak at the 64th annual national conference of the Assn. of Food and Drug Officials of the U. S., June 5-9, at the Baker Hotel in Dallas, Texas.

Daniel F. Farkas, Norman E. Bednarcyk, Edward Weiss, and **Maynard R. Johnson** were presented with plaques honoring their selection for Fellowship and Scholarship Awards at the March 15th meeting of the Northeast Section, IFT. The awards are for the academic year 1959-60.

Dr. L. P. Batjer, principal physiologist, U. S. Dept. of Agriculture, is visiting Australia under a grant from Union Carbide Corp. He is studying a new potential for the insecticide Sevin. It is being used there for the first time for the control of Codling Moth, Light Brown Apple Moth and other insect pests.

Thomas W. Biggs has been appointed assistant vice president, Borden Co., New York City. He will serve as research products co-ordinator.

Dr. Roy Chester Newton, retired scientist who operates a farm at Three Rivers, Mich., has been appointed to a newly-created position of co-ordinator for utilization research by Secretary of Agriculture Ezra T. Benson.

Dr. Charles F. Niven, Jr., associate director of research and education, American Meat Institute Foundation, and associate professor of microbiology, University of Chicago, and **Dr. C. F. Schmidt,** senior microbiologist,

Continental Can Co., have been appointed as consultants of the Food and Agriculture Organization of the United Nations. They will represent the U. S. at an international meeting on microbiology of irradiated foods.

Grade Standards

Grade standards developed by the U. S. Department of Agriculture are voluntary. Comments regarding standards and requests for copies of standards may be sent to and obtained from: Chief, Processed Products Standardization and Inspection Branch, Fruit and Vegetable Div., Agricultural Marketing Service, U. S. Department of Agriculture, Washington 25, D. C.

New Grade Standards for:
Canned Lima Beans
Proposed Changes to Standards for:
Frozen Spinach

Standards of Identity

The Food and Drug Administration establishes standards which are binding to every processor. Comments on proposed changes may be sent in quintuplicate to: Hearing Clerk, Department of Health, Room 5440, Health, Education and Welfare Building, 330 Independence Ave., S. W., Washington 25, D. C.

New Standards for:
French Dressing and Salad Dressing
Canned Prunes
Canned Seedless Grapes
Canned Plums
Canned Berries (Blackberries, Blueberries, Boysenberries, Dewberries, Gooseberries, Huckleberries, Loganberries, Black raspberries, Red raspberries, Strawberries, Youngberries)

Food & Drug Developments

Polyethylene: The effective date of the Food Additives Amendment has been extended for polyethylene as a packaging material for all foods by the FDA. The law prevents the use of packaging materials which allow harmful chemicals to migrate into the food.

White Mineral Oil: An extension until March 5, 1961 has been announced by FDA for the use of white mineral oil in food applications.

Maleic Hydrazide: The FDA has granted a residue tolerance for maleic hydrazide, or MH-30, in raw potatoes, potato chips and onions. The chemical, made by Naugatuck Chemical Div., U. S. Rubber Co., New York City, stops sprouting in stored potatoes and onions.

DIVERSEY DIVERSIDE

insecticide packs a lethal wallop for . . .

DIVERSEY DIVERSIDE

"sure-fire cure" for pest control problems

SAFE
. . . for use in food processing plants.

FAST
. . . knocks down and kills quickly, thoroughly.

SURE
. . . a DIVERSEY RESEARCH *formulation of 3 potent insecticides and a synergist that doubles killing-power.*

EFFECTIVE
. . . a fine spray mist penetrates cracks, crevices, under equipment, etc.

For proof contact your Diversey D-Man. He will show you how DIVERSIDE can improve the effectiveness of your pest control program. No charge or obligation, of course. Or write The Diversey Corporation, 1820 Roscoe Street, Chicago 13, Illinois.

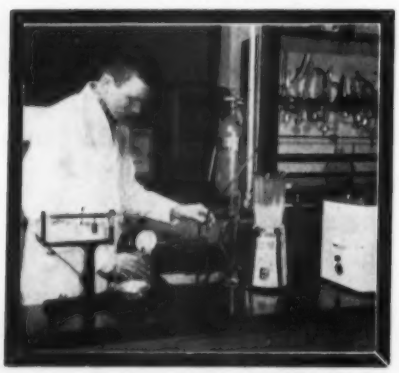
DIVERSEY.

The price of errors is going UP

It is just four years since the good old days in the processed food business. Back in 1956 insecticides were nobody's business but your own. And zero tolerances were something doctors or civil engineers or someone else worried about. Additives was just an impolite name for ingredients.

During these years, the management of food business has become technology's business. This year, 1960, will be tough on managers who don't keep up with technology. And tough on technologists who don't keep up with management.

CANNER/PACKER keeps up with both. Try it for a year. There is a coupon just inside the cover. Fill it out and send it in now.



'You'll Need Lots of Good Answers, Son'

Things are changing in the food business. You've seen the Miller amendment on insecticides come. Then the Delaney amendment on carcinogenic substance. And now, the rest of the Additive amendment.

Whether you like it or not, young fellow, you're in management now. Those questions you've asked are policy questions. You'll give orders on whether to buy this raw material, or that one. You'll pass on whether a new product will get out of the laboratory. As a technologist, your answer should be accurate; and as a manager, it should be realistic. To keep up on management, as well as technology, subscribe to CANNER/PACKER.

Read our journal to find out how outstanding plants pack food successfully — canned, dry, frozen, and glass. And find out about news. .prices. .packs. .merchandising. .equipment. .supplies. .packages. .associations.

NEW PRODUCTS AND PACKAGES

Instant Potato

R. T. French, Rochester, N. Y., has introduced a new improved instant mashed potato at no price change. According to French, the new product has an improved flavor, finer texture,

and a longer shelf life. New package directions printed on the back, reduce preparation in the kitchen from a two-step process to just one.

Frozen Dessert Pies

Pet Milk Co., St. Louis, Mo., has introduced a new line of economy frozen dessert pies under the label of "Swiss

Miss." The new line features apple, peach and cherry to be followed later by additional flavors.

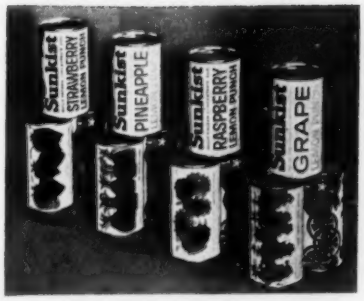
Mushrooms in Glass

Brandywine Mushroom Corp., West Chester, Pa., has introduced a line of glass-packed Brandywine mush-

rooms. Included are sliced button mushrooms, four Jumbo beefsteak mushrooms (packed vertically), and fancy button mushrooms. The products are being distributed nationally. Glass and jars and Vapak closures are supplied by Owens-Illinois Glass Co., Toledo, Ohio; labels, by Reynolds Metals Co., Louisville, Ky.

Fruit Punches

Sunkist Growers, Inc., Corona, Calif., has introduced four new frozen



ASK US HOW
YOU CAN REDUCE
Handling COSTS
WITH
ABC
PICKING BOXES
that

- PALLETIZE
- STACK EVENLY
- AUTOMATIC DUMP
- REDUCE BRUISE DAMAGE
- HAVE LONG LIFE
- SAVE SPACE

ABC's vast forest, sawmill and factory facilities assure immediate service.

We will gladly send information on the use of wooden picking boxes in mass production and automation handling methods.

American Box Corporation

2740 HYDE ST. SAN FRANCISCO 19, CALIF.

fruit punches, all with lemon juice as a base. They are: Strawberry Lemon, Pineapple Lemon, Raspberry Lemon, and Grape Lemon. The punches have no synthetic flavors or colors added. They are packed in 6 oz. cans. After having been extensively market-tested during the past two years, they are now ready for national distribution.

Cocktail Snack

Wise Potato Chip Co., Berwick, Pa., is manufacturing Sesame Chips for the restaurant and bar trade. The chips

are a nut-flavored crunch made with 25% toasted sesame seed. They are sold in three lb. air-tight canisters. The chips have been introduced in the metropolitan New York area through wholesale and retail outlets.

Chicken Sara Lee

Kitchens of Sara Lee, Chicago, Ill., has introduced a frozen food specialty in the cook-in pouch—Chicken Sara

Lee. The dinner is packed 7½ oz. to a carton and sells for about 79c retail. The pouch, by the Flexible Packaging Div., Continental Can Co., New York City, features notches for easy handling and opening. The cartons are made by Lord Baltimore Press; they are patterned after the family design of Sara Lee cakes.

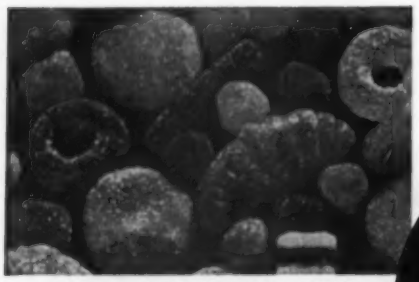
Scalloped Potato

R. T. French Co., Rochester, N. Y., has introduced an oven ready Scalloped Potato. To prepare, contents are emptied into a casserole dish; milk, water and butter are added; it is then baked 40 to 50 minutes. The product is packaged in a laminated envelope packed inside a cardboard carton. It retails for about 31c.

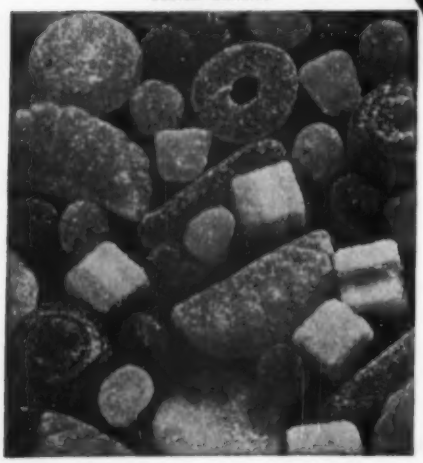
Gourmet Foods

Big Stone Canning Co., Ortonville, Minn., is marketing a line of gourmet foods under the trade name of Chef's Specialite. Items now available are: Champignous au Vinaigre (pickled mushrooms); Betteraves au Vinaigre (pickled beets); Betteraves a l' Harvard (Harvard beets); Salade de Pommes de Terre a l' Allemande (German potato salad); La saveur du Roi Korn (corn relish); and Betteraves Glacees (glazed beets). Jars are sup-

plied by Owens-Illinois Glass Co., Toledo, Ohio; closures, Crown Cork & Seal Co., Philadelphia, Pa.; and



CONFECTO-JEL
Especially made for
Jellied Candies



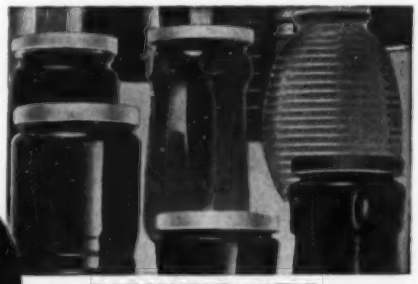
for better product consistency and quality
Always Depend On

SPEAS
APPLE PECTINS
35 years

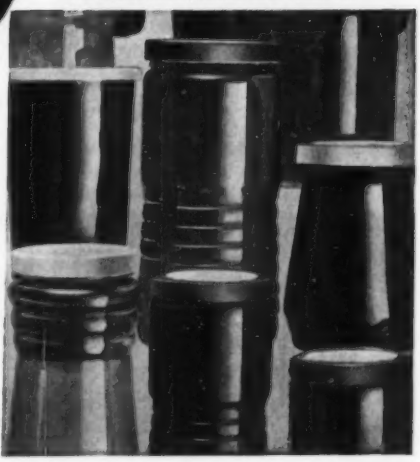
- Adaptable to wide range of PH levels.
- Neutral color and flavor—blends naturally with more different fruits than any other pectin.
- Gives product resiliency to avoid breakage during shipping.
- Improves spreadability of jams, jellies and preserves.
- Standardized to uniform strength so that product always has the same consistency.

Write, wire or phone for full information, technical advice, or location of nearest warehouse.

SPEAS COMPANY
DEPT. C-5
GENERAL OFFICES • KANSAS CITY 20, MO.



NUTRL-JEL
Regular and Slow Set
For Finest Jams, Jellies and Preserves



labels, H. M. Smyth Printing Co., St. Paul, Minn.

New Package Briefs

Honey Gets Honey-Comb Design: Lake Shore Honey Farms, Div. of W. F. Staub & Co., Chicago, Ill., is using a new 12-oz. package for its churned honey. The jar has a flared base which is decorated with a blown honey comb design. Jar is supplied by Owens-Illinois Glass Co., Toledo, O.; closures by Trio Metal Cap Co., Chicago, Ill.; and labels, Wheeler-Van Label Co., Grand Rapids, Mich.

Snacks in Poly Bags: Filler Products, Inc., Atlanta, Ga., is packaging its Caramel Corn and Cheez-Trix, party snack products, in 39c clear polyethylene bags.

Economy Jar for Minced Onion: R. T. French Co., Rochester, N. Y., is packaging its instant minced onion in a new economy size jar—3½ oz. Jar has a screw-type closure.

Preserves in New Mold Jars: M. Polaner & Son, Inc., Newark, N. J., is using new wide-mouth 20 oz. flint glass jars for its Strawberry Preserves and Grape Jelly. New moulds for jars are by Hazel-Atlas Glass Div., Continental Can Co., New York City; caps, White Cap Co., Chicago, Ill.; labels, Empire Lithographing.

New Design for Entrees & Vegetables: Seabrook Farms Co., Seabrook, N. J., has adopted newly designed packages for its frozen prepared vegetables and entrees, including a new brand mark, logotype, and color combination.

Spot Label for Pickles: H. J. Heinz Co., Pittsburgh, Pa., is using a new spot label for its Sweet Pickles, for easier product and brand identification.

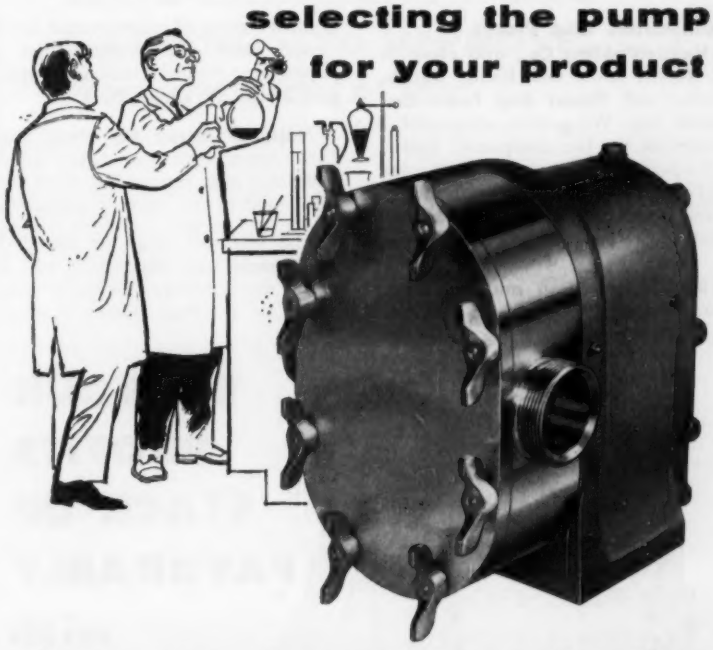
Syrup in Pinch Bottle: Pacific Food Products Co., Seattle, Wash., has adopted a new bottle that is oval at the shoulders and pinched at the waist for its Sunny Jim table syrup. Bottles by Owens-Illinois Glass Co., San Francisco, Calif.; closures, Crown Cork & Seal Co., Baltimore, Md.; and labels, Ridgway Lithograph, Seattle, Wash.

Polar Brand Joins Poly Pack Trend: Polar Foods, Inc., Wenatchee, Wash., is now packaging its 5-item line of vegetable in polyethylene bags supplied by Western-Waxide Div., Crown Zellerbach Corp., San Francisco, Calif.

New Fish Stick Pak: Booth Fisheries Corp., Chicago, Ill., has adopted newly designed packages for its fish sticks which are now flash frozen.

VITAL DECISION

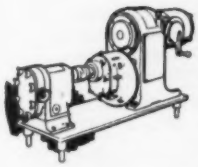
selecting the pump for your product



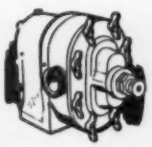
You can be more selective with a WAUKESHA

POSITIVE DISPLACEMENT PUMP

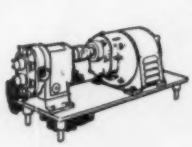
When you've been producing positive displacement pumps for nearly half a century, you learn a few things. Specifically: that no single pump can possibly perform in every stream . . . that the wisest economy you can practise is to place your initial investment in a pump engineered for your product.



With a Waukesha, you *can* be completely selective . . . with a pump engineered to give trouble-free flow, increased life span on the job and less costly down-time *in your specific product stream.* Waukesha offers more than 500 positive displacement pump combinations for capacities from 0 to 300 G.P.M., a choice of metal or rubber impellers, vertical or horizontal ports, in Stainless Steel or "Waukesha" metal (nickel alloy). Consultation with our research staff can determine which specific pump application is the 1 out of 500 for your product.



NOW — Waukesha offers a complete line of sanitary fittings, valves and centrifugal pumps.



WAUKESHA FOUNDRY COMPANY

Waukesha, Wisconsin • Write Dept. 59

INDUSTRY NEWS

Companies and Plants

Heifitz Pickling Co., with plants in St. Louis, Mo., and Eaton Rapids, Mich., and **Green Bay Food Co.**, Green Bay, Wis., have announced a merger of the two companies. Heifitz will operate as an independent division of Green Bay Foods under the direct management and supervision of Israel Heifitz, president.

Reuben H. Alton and Son, Inc., frozen foods, Poland, N. Y., has been granted charter of incorporation listing capital stock of $50,000. Filer of papers are: Snyder, Grilli and Snyder, Seld Bldg., Herkimer, N. Y.

National Biscuit Co., New York City, manufacturer of baked goods, believes it must expand into other food lines, both in this country and abroad.

The Gardners plant of the **C. H. Musselman Co.**, Biglerville, Pa., received the "Certificate of Merit" safety award of the Pennsylvania Manufacturers' Assn. Casualty Insurance Co. The plant exceeded 200,000 hours of operation without a disabling work injury.

Libby, McNeill & Libby, Chicago, Ill., recently ended sauerkraut canning operations at its Eau Claire, Wis., cannery. The warehouse and shipping facilities will remain in use.

A pilot canning factory has been established at **Mississippi State University** under the supervision of Harrell L. Hammett, for the purpose of discovering the best methods of processing and preserving Mississippi products. The plant is currently experimenting with a new variety of sweet potato.

The Birds Eye division of **General Foods Corp.**, White Plains, N. Y., is planning to build a processing and refrigeration plant on a 51-acre site in Canandaigua, N. Y. The plant will produce Birds Eye Frozen Instant Baby Foods. It will have 180,000 sq. ft. of space and will be completed by mid-1961. Plans will allow for an expansion of an additional 100,000 sq. ft. at a later date.

John W. Leavitt Co., Boston Mass., packer of peanut butter and other nut products, is moving its offices, manufacturing and distributing facilities to a new plant at 100 Santilli Highway in Everett, Mass.

Canadian Canners Ltd., Grimsby, Ont., has discontinued canning operations at the Grimsby plant. The Livingston Avenue plant building will be used as a warehouse for cans and case goods. The firm will continue to operate a receiving station at Grimsby for its growers.

Hawaiian Canners Co., pineapple growing and canning firm on the island of Kauai, is going out of business because of a lack of quality growing lands and increasing foreign competition.

Hygrade Food Products Corp., Detroit, Mich., has purchased the physical assets of Clyde Canning Co., Clyde, Ohio. Hygrade has, in turn, leased the facilities to a new organization known as Clyde Canning Co., Inc. with Joseph L. Williams as manager. The new firm will pack dog food.

Montgomery Ward & Co., Chicago, Ill., a large mail order house, and **Wilson & Co.**, Chicago, Ill., manufacturer of meat products, have joined forces to sell frozen foods by mail

DO YOUR PROFITS STACK UP FAVORABLY with increasing sales?

It doesn't pay to sell something you can't produce profitably. That's why . . . with the demand for food products spiralling up, and headed for phenominal heights in the sixties . . . it's important to review the efficiency of your processing machinery.

Inefficient machinery is the greatest enemy of profitable production. Modern Robins equipment can help you increase production, reduce operating costs, maintain consistently high quality. Call on Robins for a single machine . . . or a completely integrated production line.

Now is the time to see how and why Robins-engineered equipment is important to you . . . call your Robins representative. Or . . . write for FREE ROBINS CATALOG.

AN EXAMPLE . . .

The Robins Roto Screw Caustic Peeler cuts cost by greatly reducing peeling losses.

A.K.Robins AND COMPANY, INC.

Manufacturers of Food Processing Equipment Since 1855

713-729 E. Lombard Street, Baltimore 2, Md.

order. None of the products to be offered will be available in local markets. The meat products will be sold in quantities of 25 lbs. or more and will be of premium quality according to the two firms.

Brooklyn Cheese Co., Brooklyn, N. Y., has purchased Bon-Ton Packing Co., Brooklyn Terminal, Brooklyn. Included in the purchase were plant machinery, equipment and two products —a soy sauce and Bon-Ton Spare Rib sauce. The recipe for the Spare Rib sauce is said to have originated with an early dynasty Chinese ruler and will not be made public.

Soups International is now a separate division of Campbell Soup Co., Camden, N. J. The division will include companies in Australia, England, Italy and Switzerland, and will be headed by J. Paul Sticht, who is being named president of the new division. He will continue as vice president—international of Campbell USA.

Cherry Products Sales Corp., Grand Rapids, Mich., is a new national sales agency formed to market Reddi-Maid Jellied Cherry Sauce. Albert G. Salter is sales manager.

Auctions were recently held at the Cambria and Markesan plants of the **Fall River Co.,** Oconto Falls, Wis.

Men in the News

A. E. Friesen has been appointed merchandising manager of Kraft Foods Limited, Toronto, Canada.

Albert F. Loveys has been appointed national sales manager of General Foods, Ltd., Toronto, Canada. He succeeds Clarence J. Egli, who is retiring.

Crawford Pollock has been elected vice president of Green Giant Co., Le Sueur, Minn. **Harry Hodge** was elected controller.

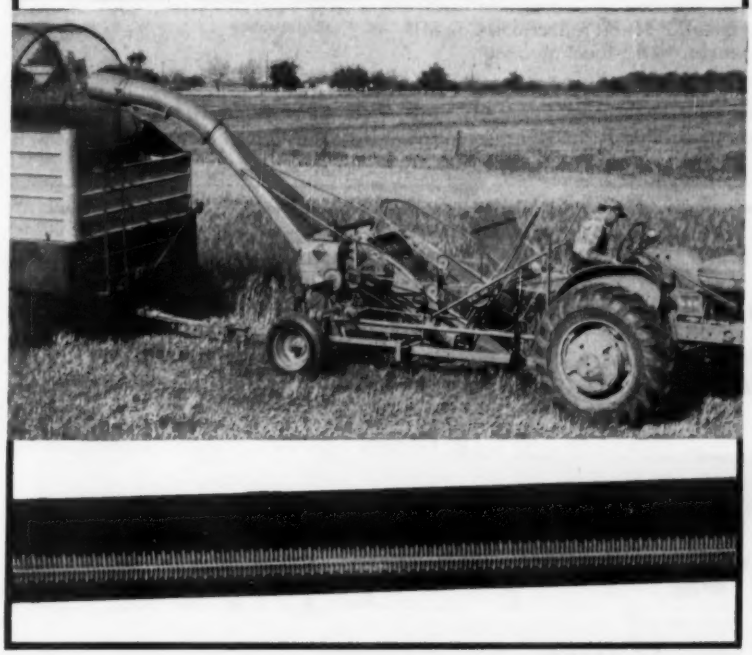
Harold H. Jaeger, formerly marketing director of the Can Manufacturers Inst., is now president and general manager of Newspaper Color Advertising, Inc.

Everett H. Teeter has been appointed vice president and director of sales, Filler Products, Inc., Atlanta, Ga.

Herbert K. Cummings has been appointed president of the International Div., Consolidated Foods Corp., Chicago, Ill.

Leon April, treasurer and sales manager of Morris April Bros., Eatmor Div., Inc., Bridgeton, N. J., has been elected a member of the board

ALLIS-CHALMERS TAKES A LACING - TO IMPROVE PRODUCT QUALITY



Selects CLIPPER Hooks and Lacers for durability, easy installation, and smooth operation on small rollers

Allis-Chalmers Manufacturing Company of Milwaukee, one of the nation's leading manufacturers of farm machinery and equipment receives multiple benefits and improvement in product quality by their application of Clipper hooks and lacers on Forage Blower and Harvester feed table aprons and draper type pick-up belts.

They find in the Forage Harvester and Blower that Clipper lacing makes possible use of protective shields against the draper. On all applications drapers are easier to install, run more smoothly on small rolls and are more durable. The material laced is two-ply rubberized material from 15½ to 35¾ inches wide and from .060 to .090 inches thick.

For more information— *Detailed product information and case history examples of Clipper machine-lacing benefits are contained in Bulletin No. 157. Send for your free copy today.*

Ask your Industrial Distributor for Clipper Products

Clipper BELT LACER COMPANY

994 Front Ave., N. W., Grand Rapids 2, Michigan

of directors of the Cranberry Institute.

Howard Brenneke has been promoted to plant superintendent of the Hortonville, Wis., operations. Larsen Co. Dr. B. R. Suri has joined the firm's research and development department.

Chester W. Birch has been elected vice president and controller and a director of Jewett & Sherman Co., Milwaukee, Wis., food processor.

T. M. Glen has been appointed manager of Seabrook Farms Co.'s four plants, Bridgeton, N. J.

E. J. Drobka

W. P. McCarthy

E. J. Drobka has been appointed vice president in charge of production of Filler Products, Inc., Atlanta, Ga., manufacturer of party snack foods.

William P. McCarthy has been appointed executive vice president and general manager of Gebhardt Chili Powder Co., San Antonio, Texas, a div. of Beatrice Foods Co.

Dr. Roy E. Morse, formerly chairman of the Food Science Dept., Rutgers University, and **Edward Seltzer,** formerly chief research engineer for Lipton, have been named assistant directors of research, Thomas J. Lipton, Inc., Hoboken, N. J.

Francis J. Miller has been elected executive vice president of Curtice Brothers Co., Rochester, N. Y.

Chester L. Miller has been promoted to plant manager of the South Dayton plant, Curtice Bros. Canning Co., Mount Morris, N. Y.

Alex N. Meyer, former Wisconsin canner, has joined A. W. Nygren & Associates, Chicago, Ill., canned foods broker.

Andrew Tabone has been appointed sales manager of LaGondola Food Corp., Syracuse, N. Y., packer of Villa sauces.

James D. Cooney has been elected chairman and chief executive officer of Wilson & Co., Chicago, Ill. **Roscoe G. Haynie** was elected president and chief administrative officer.

Dennis F. O'Reilly has been appointed central division sales manager for Minute Maid Corp., Orlando, Fla.

Louis B. Breving has been appointed manager of the frozen products department, Fleischmann Div., Standard Brands Inc., Chicago, Ill.

Herbert W. Fritzsche, chief of the Fruit and Vegetable Products Branch, U.S. Army Quartermaster Food and Container Inst. for the Armed Forces, Chicago, Ill., has been awarded a Secretary of the Army Research and Study Fellowship. He will spend a year studying advanced food dehydration techniques in nine European countries.

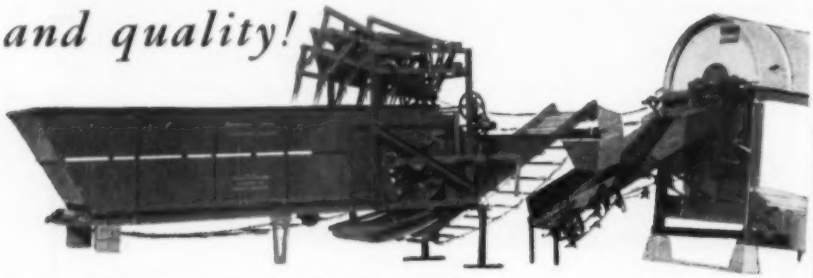
Obituaries

James J. Moore, 66, retired vice president of Beech-Nut Life Savers, Inc., Canajoharie, N. Y., died recently at his home in Brooklyn.

Chris Christensen, 69, recently retired head fieldman for Greenwood Foods, Waterloo, N. Y., died recently.

John W. Rose, 62, vice president of Libby, McNeill & Libby, Chicago, Ill., died recently. He was a passenger on the airliner that crashed at Tell City, Ind.

CUT COSTS while you increase yield and quality!



Hamachek-Jarrell
Automatic FEEDER

One man can feed four viners . . . placing pea or bean vines into the automatic feeder hoppers using a tractor equipped with a front end loader.

The floating reel of the feeder automatically regulates the amount of vines fed into the viner. The uniform feed obtained increases viner capacity and assures more thorough threshing. Vine truck loads need not be dumped in one location thus assuring adequate vine storage, no trucks waiting, and continuous production.

Most tandem viners are not normally fed to capacity by hand feeding. Customers who do tandem threshing advise the increased production alone pays for their automatic feeders and their labor saving is an extra bonus.

Frank **HAMACHEK MACHINE COMPANY**

WRITE TODAY . . for detailed information and prices.

Established 1880 **Kewaunee, Wisconsin**

PEA AND BEAN HULLING SPECIALISTS

NEW EQUIPMENT/SUPPLIES

Food Slice Separator

DESCRIPTION: This machine separates slices of varying sizes, and removes scraps and undersized pieces from fruits and vegetables. It also separates products by size. Trade name: S-A Food Slice Separating Machine.

FEATURES: It can be used in combination with either the Urschel Model "O" or Model "OV" transverse slicers. The S-A will handle the full capacity of either slicer.

MFR.: Stephens-Adamson Mfg. Co., Ridgeway Ave., Aurora, Ill.

Silica Reducer

DESCRIPTION: A new process reduces silica in boiler feed. Trade Trade name: Desilicizer.

FEATURES: Silica in boiler feed is reduced to less than 0.5 ppm. The process also eliminates HCO_3 and CO_3 alkalinity. It is particularly suitable for medium pressure boilers (450 to 1100 psig), and can be added to existing Zeolite softener systems.

MFR.: Cochrane Corp., 17th Street Below Allegheny, Philadelphia 32, Pa.

Coder

DESCRIPTION: The coder marks any surface, continuously or intermittently—cloth, metal, kraft, corrugated paper, glass, plastics, etc. Trade name: Algene Continuous Coder.

FEATURES: The coder has a positive friction drive, a long-run ink fountain and adjustable spring tension for clear, printing-press quality impressions. The printing area is 3/4 inches by 12 inches, and up.

MFR.: Algene Marking Equipment Co., 232 Palisade Ave., Garfield, N. J.

Set-up Machine

DESCRIPTION: Set-up and closing machine (a series of three) handles case as large as 12" wide by 8" deep by 20" high in continuous motion.

FEATURES: It gives 180° reversing of the case and ironing of score lines to provide a case fully squared before gluing. The machine uses only three cams. Glue pot is removable with single locking device for easy overnight clean up.

MFR.: Thiele Packing Machinery Co., 100 Berry Ave., St. Paul 14, Minn.

Corn-Syrup Handling System

DESCRIPTION: This portable unit is prefabricated; it can be assembled at the location where a corn syrup handler is needed. Trade name: Staport.

FEATURES: If used indoors above

SOMETHING NEW!!

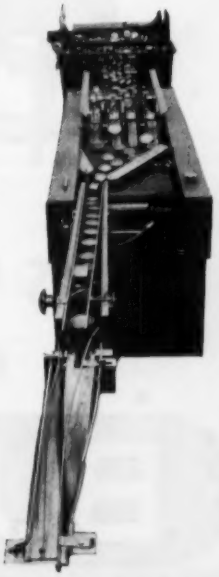
FLAT CANS-SQUAT CANS-TALL CANS

...UNIVERSAL UNSCRAMBLER...

NOW—One Unscrambler to handle all your full cans from 202 to 404 inclusive, including flats and squats. Adjustable from one size to another in minutes. Extremely gentle as well as portable.

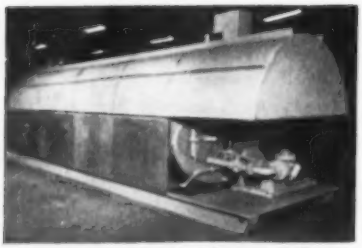
Quote—ROBINSON CANNING CO., INC., New Orleans, La.

"Increased plant automation is now carried over into warehousing. Consumer demands make required production in three (3) size cans: 211 x 300, 307 x 113, 307 x 208. ONE adjustable Shuttleworth Unscrambler now handles all three sizes. Time required to adjust from one size can to another is actually less than required to adjust labeler."



DESIGNED BY CANNERS FOR CANNERS

PHONE 190 SHUTTLEWORTH, INC. WARREN, IND

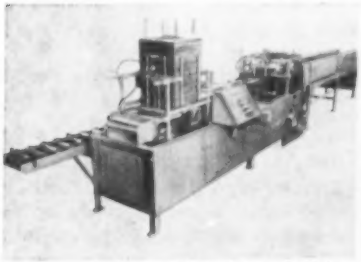


other equipment, steel legs may be attached. Tank interior is sandblasted and lined and relined with a sanitary coating to give a durable finishing.

MFR.: A. E. Staley Manufacturing Co., Decatur, Ill.

Automatic Casing Line

DESCRIPTION: Casing line automatically opens, erects, loads and seals packages, incorporating the pneumatic accumulating and loading principles.



Trade name: Model 41.

FEATURES: Handles a wide range of package types and sizes. Practically any rigid or semi-rigid container can be handled. Feeding is from a vertical stack of up to 200 flat cases with positive vacuum cups to strip-off the bottom case. The machine has a completely enclosed, pressurized glue system equipped with a "no-case-no-glue" control.

MFR.: FMC Packaging Machinery Div., Stokes & Smith Plant, 4992 Summerdale Ave., Philadelphia 24, Pa.

Corrugated Case

DESCRIPTION: A corrugated case which permits end-loading and top-opening. Trade name: Convertabox.

FEATURES: The box can be emptied faster because of perforations on the container. Safe delivery is assured; perforations do not reduce the container's efficiency, according to the manufacturer.

MFR.: American Box Corp., 2740 Hyde St., San Francisco 19, Calif.

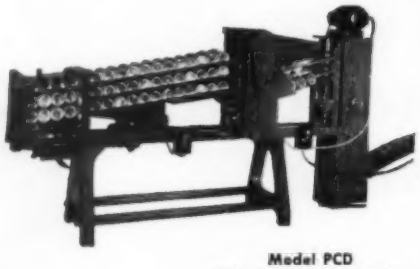
Circulars, Bulletins Catalogues, Brochures

Boil-in-Bag Packaging: "Bagging Sales," a 22-page booklet, describes the boil-in concept from its history to its future. Available on letterhead requests—Reynolds Metals Co., Dept. PRD-29, Richmond 18, Va.

Potato Chip Merchandising: Booklet entitled "Potato Chips . . . an industry that continues to grow" shows the potato chip producer how cellophane can help him in merchandising his product — Olin Mathieson Chemical Corp., 655 Madison Ave., New York 21, N. Y.

Coating Systems: Brochure describes a number of protective maintenance coating systems and their suitability for certain application problems—Glidden Co., 900 Union Commerce Bldg., Cleveland 14, Ohio.

Art Processing Equipment: Bulletin No. S-5 gives data on equipment such as ovens, dryers, air heaters and curing systems and includes 6 specific



Model PCD
High Speed Case Packer

The improved Burt Case Packer saves time . . . saves effort. All your operator does is position the case. A 2-layer case is filled with a single stroke, and then upended without manual effort. It's the easiest can-handling method available.

PACKS 2 LAYERS WITH 1 STROKE!

BURT

BURT MACHINE COMPANY
401 East Oliver Street
Baltimore 2, Maryland

case histories—J. O. Ross Engineering, 730 Third Ave., New York 17, N. Y.

Demineralizers: Bulletin No. 5819 contains information on the use of demineralization process eliminating variables in water and their effects on product quality control—Cochrane Corp., 17th Street Below Alleghany Ave., Philadelphia 32, Pa.

Blast Chilling: Bulletin ADPC 46 describes the method of operation, prime benefits and the economies to be derived from the use of blast chilling —Pure Carbonic Co., 150 East 42nd St., New York 17, N. Y.

Case-Sealing Machine: Bulletin 100-60 gives design specifications and application data for the Packomatic Omnimatic-Rotopress machine which seals and discharges various sized shipping cartons—J. L. Ferguson Co., Joliet, Ill.

Can Care: Broadside labeled "Can Care, Handling and Storage" features Dopey O'Doodle, a cartoon character, and 10 important rules for food packing plant workers—Crown Cork & Seal Co., Inc., 9300 Ashton Rd., Philadelphia 36, Pa.

Merchandising Manual: Booklet entitled "NFBA Retail Merchandising Manual," illustrated in color, describes the food industry and details the typical duties of the merchandiser. Available for $4.85—National Food Brokers Assn., 1916 M Street, N. W., Washington 6, D. C.

Loading Ramps: Engineering bulletin details the development and expansion of mobile loading ramps into an integrated system of ground level loading for plant-wide shipping and receiving—Magline Inc., 1900 Mercer St., Pinconning, Mich.

Cutter and Cutting Head: Booklet entitled "Satisfaction" is comprised of letters from 16 companies telling of their experiences with the C-8 Tuc Cutters and the self-regulating Tuc cutting heads—The United Co., Tuc Road, Westminster, Md.

Package Boilers: Bulletin BE-400 gives tabulated data together with illustrated design specifications on 35 models of automatic package boilers —Boiler Engineering & Supply Co., Inc., Phoenixville, Pa.

Industrial Thermometers: Bulletin F2 describes and illustrates industrial thermometers in air duct and moisture-proof models and others—Precision Thermometer & Instrument Co., 1434 Brandywine St., Philadelphia 30, Pa.

NOW YOU CAN PACKAGE

PREMIUM BEANS

FAR CLEANER,
smoother, more polished, with fewer splits
THAN U. S. NO. 1 GRADING DEMANDS

...faster,
easier,
at lower costs
with a WARSCO
WONDER
CLEANER

WE'LL *SHOW* YOU

...with an actual demonstration...how the new *Warsco* is setting new standards for bean grading; how it processes beans far cleaner than U.S. No. 1 Grade specifications demand; how it can do the job faster, easier and at lower cost than ever before; how it can enable you to package premium beans at premium prices and profits! Sales-building package label available to users.

VALUABLE BOOKLET *FREE!*

Shows and explains all the fabulous features of the new Warsco Bean Cleaner...how it cleans all types and sizes of beans at the rate of 2,000 to 3,000 pounds per hour, 24 hours per day, 7 days per week, with practically no attention... how the cleaner beans actually look smoother and more polished. Write for your free copy today; no obligation.

WARSCO DIVISION

W. A. RICE COMPANY—Jerseyville, Illinois

WARF

Specific lab service leaflets and illustrated brochure available on request.

WISCONSIN ALUMNI RESEARCH FOUNDATION

P. O. Box 2217 • Madison 1, Wisconsin
ALpine 7-4851

SUPPLIERS NEWS

Companies & Plants

Riegel Paper Corp., New York City, has acquired the net assets of Bartelt Engineering Co., Rockford, Ill., specialty packaging machinery manufacturer. Bartelt will be operated under its present name as a wholly-owned subsidiary.

Food Machinery and Chemical Corp., has announced the change in name of its Peerless Pump Div., Indianapolis, Ind., Hydrodynamics Div.

Knox Glass Inc., Knox, Pa., will construct a multi-million dollar plant near Forest Park, Ga., to manufacture glass containers.

Seven metal container manufacturers merged recently to form a $6 million corporation to be known as **Vulcan-Associated Container Companies, Inc.** They are: Vulcan Containers, Inc., Bellwood, Ill.; Vulcan Steel Container Co., Birmingham, Ala.; South-western Steel Container Co., Dallas, Texas; Vulcan Containers Ltd., Toronto, Canada; Vulcan Containers Ltd., Vancouver, B. C., Canada; Vulcan Containers Pacific, Inc., San Leandro, Calif.; Atlantic-Vulcan Steel Containers, Inc., Peabody, Mass. The new firm will have its headquarters at Birmingham, Ala. Gordon D. Zuck is president.

Armstrong Cork Co., Lancaster, Pa., will enlarge its Millville, N. J., glass plant so as to provide better service to eastern food packers.

The Chicago office of **Givaudan-Delawanna, Inc.**, and its associate companies, **Givaudan Flavors Inc.**, and **Sindar Corp.**, moved to new headquarters at 6778 Northwest Highway, Chicago, Ill.

Dow Corning Corp., Midland, Mich., has formed two overseas subsidiaries—Dow Corning A. G., of Basel, Switzerland and Dow Corning International S.A., of Panama.

Mead Packaging Division of Mead Corporation, Dayton, Ohio, has licensed Reynolds Metals Co., Richmond, Va., to produce and sell printed foil Cluster-Pak and Cluster (Glass)-Pak carriers under Mead's patents.

Dayton Rubber Co., Dayton, Ohio, has been granted permission by its stockholders to change its corporate name to The Dayco Corporation.

The **KVP Company** and **Sutherland Paper Co.** of Kalamazoo, Mich., merged recently to form KVP Sutherland Paper Co.

Allis-Chalmers Mfg. Co., Milwaukee, Wis., has combined its Industrial and General Products Divisions into a new operating unit called the Industrial Equipment Div., with W. M. Wallace, vice president and general manager of the division.

Men in the News

L. E. Drum has been promoted to vice president in charge of operations,

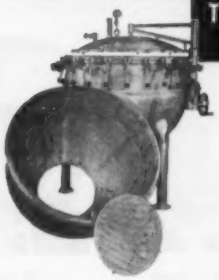
RECIPIENTS OF 50-YEAR CERTIFICATES as Canners Exchange Subscribers are pictured above. They are seated (l. to r.): Harry R. Draper, Draper Canning Co., Milton, Dela.; F. Olney Brown, Squire Dingee Co., Div. of Beatrice Foods, Inc., Chicago, Ill.; Lon P. Flanigan, Jr., Seneca Kraut & Pickling Co., Geneva, N. Y.; R. P. Gookin, H. J. Heinz Co., Pittsburgh, Pa.; H. Carlton Draper, Draper Foods, Inc., Milford, Del. Lansing B. Warner hosts are standing (l. to r.): John Eliot Warner, board chairman; Jack Witt, New York State Rep.; George Binder, Tri-State Rep.; J. Edward Brown, Michigan Fruit Canners, Benton Harbor, advisory committee; Carle Brinkman, H. J. Heinz Co., Pittsburgh, Pa., advisory committee; M. R. Feeney, president; and N. H. Tobey, senior vice president.

STYLE SA MIX COOKER Standard SA Mix Cooker has either single motion or double motion agitator with or without hydraulic lift. With hydraulic lift agitator lifts easily and smoothly out of cooker. Sizes range from 30 to 500 gallons.

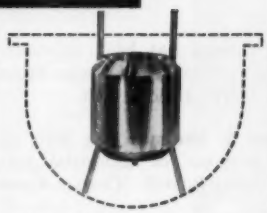
STYLE CW MIX COOKER Large diameter gives fast even cooking. Hydraulic Lift tilts agitator smoothly and easily out of tilting kettle. Available for 40, 90, 120 pounds steam working pressure.

STYLE CW Designed to process large batches up to 150 gallons. Positive worm gear and handwheel give complete control of large capacity loads while tilting. Large diameter kettle gives fast, even cooking. Sizes from 30 to 150 gallons.

THERE IS MORE IN HAMILTON KETTLES THAN MEETS THE EYE



STYLE PC Stainless steel pressure cooking kettle, designed especially for meat and poultry processing. Balloon jacket gives increased heating capacity. Built for 90 p.s.i. in jacket and 15 p.s.i. in kettle. Has quick opening latches. Top is lifted by eccentric lever. Sizes 30 to 250 gallons.



CIRCULATOR Stainless steel steam immersion heating unit can be installed in any kettle regardless of size or shape. Gives extra heating surface at the center of kettle. Creates thermal agitation. Speeds up cooking 45%.

Hamilton Equipment Influences Profits Because Of Low Costs . . . Long Life

For Mixing and Cooking, specify Hamilton Stainless Steel Kettles. They are efficient, designed for easy cleaning, and precision-built to operate at low cost. Write for catalogue illustrating conventional and steam-jacketed kettles with or without agitators.

ESTABLISHED 1874
HAMILTON Kettles
DIVISION OF BRIGHTON CORP.
820 STATE AVENUE CINCINNATI 4, OHIO

Presenting The Paulson Bean Picker

A light, maneuverable, tractor-drawn, two-row picker set to pick rows 36-38 inches apart, the Paulson Bean Picker operates efficiently on level or rolling terrain. It is mounted on rubber tires and can be towed by car or truck on the highway. Large wheels and strippers keep the machine free from weeds. Height is adjustable by hydraulic cylinder.

Custom equipment manufactured for canners and packers

PAULSON BROTHERS INDUSTRIES, INC.
Clear Lake, Wisconsin P.O. Box 237 Telephone 4805

Chisholm Sales and Engineering Company of Niagara Falls, Canada, is now our distributor in Canada

STANDARD NAILED PICKING BOXES

For Fast, Economical Tomato Handling

Adapted to Palletization, Fork Truck Handling, Automatic Box Dumpers. Holds 36 pounds. **Mid-Western Style** →

"THE BOX THAT HANDLES A TON A MINUTE"

RIGID • STURDY • LONG LIFE SPAN

THE WOODEN BOX INSTITUTE
55 New Montgomery St. San Francisco 5, Calif.

Little Audrey's Transportation Co., Inc., Fremont, Neb., transcontinental refrigerated carrier.

M. J. Martin has been elected president of Penick & Ford, Ltd., Inc., New York City, producer of corn, sugar cane and maple products.

L. B. Worthington

R. E. Eckerstrom

Leslie B. Worthington has been elected president and chief administrative officer of United States Steel Corp., Pittsburgh, Pa.

Ralph E. Eckerstrom has been appointed director of advertising and public relations, Container Corp., of America, Chicago, Ill.

Dr. Floyd L. Winter has retired as director of the Breeding and Research Dept., Asgrow Seed Company, New Haven, Conn. He will be succeeded by **Dr. Allen R. Trotter.**

Churchill Matthews has been appointed carton sales representative, Packaging Division, Olin Mathieson Chemical Corp., New York City.

Wayne P. Green, formerly with Simplicity Engineering Co., has joined Leon C. Osborn Co., Inc., Harlingen, Texas. He will manage the Dallas office.

Peter Zack has been named assistant vice president, manufacturing, Atlantic Div., National Can Corp., Chicago, Ill.

W. H. Palmer has been named Florida district sales manager, Metal Div., Continental Can Co., New York City.

Clyde Gonyo has been appointed general sales manager, Chicago Stainless Steel Corp., Chicago, Ill.

Norbert R. Sherman has been appointed manager of industrial relations, Cherry-Burrell Corp., Cedar Rapids, Ia.

Paul R. Fecheimer has been appointed president and executive officer of the Karl Kiefer Machine Co., Cincinnati, Ohio.

A. M. Browne has been appointed sales development manager for the food industry, Packaging Materials Div., Armstrong Cork Co., Lancaster, Pa.

John J. Moffett has been appointed manager, export sales department, Pfaudler Co., a div. of Pfaudler Permutit Inc., Rochester, N. Y.

Neil MacEwen has been appointed sales promotion supervisor for food starches, National Starch and Chemical Corp., New York City. **Harold B. Korn** has been appointed product sales supervisor, Food Starch Div.

H. C. Lingle

J. G. Staudt

Harry C. Lingle has been elected vice president in charge of engineering and production, Paslode Co., Chicago, Ill., a div. of Signode Steel Strapping Co.

John G. Staudt, executive vice president of the Dowell Div., Dow Chemical Co., will succeed Thomas F. Dolan, who is retiring, as president of the Dobeckmun Co., Cleveland, Ohio.

Dr. C. F. Schmidt, senior microbiologist, Metal Div., Research and Development Dept., Continental Can Co., Inc., Chicago, Ill., attended a conference on the microbiology of radiation sterilization which was held in Paris during April.

H. W. Bull, head of the packaging department and packaging coordinator at Dow Chemical Co., Midland, Mich., has recently been presented with Michigan State University Packaging Society's "Man of the Year" award.

Obituaries

Timothy Mojonnier, 83, of Oak Park, Ill., founder and chairman of the board of Mojonnier Bros. Co., Chicago, Ill., died recently.

Harold J. Michel, 57, of Wynnewood, Pa., vice president and general manager of the Film Div., American Viscose Corp., Philadelphia, Pa., died recently after an extended illness.

Four BERLIN CHAPMAN Sterilizers at the Streator Canning Company, Streator, Illinois, showing how filled crate is wheeled into the sterilizer. crate revolves slowly at speed of 16 r.p.m.

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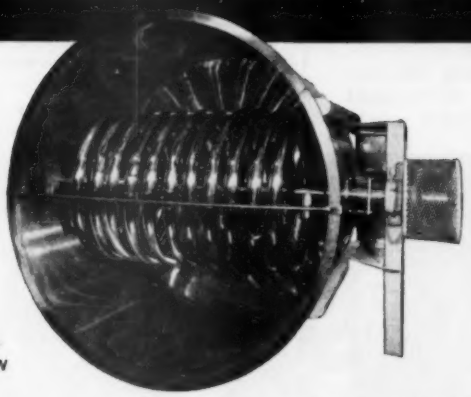

TOP VIEW

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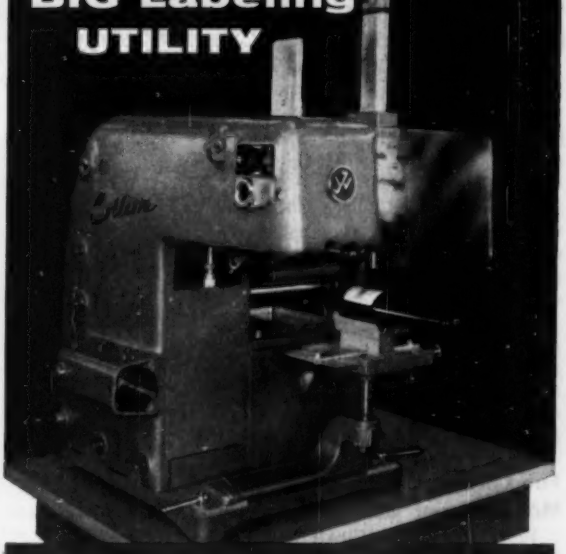

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ASSOCIATION ACTIVITIES

Truitt Is President of Plant Food Institute

Paul T. Truitt, Washington, D. C., was elected president of the National Plant Food Institute. The election was held during the group's board of directors meeting at the Edgewater Beach Hotel, Chicago, Ill. He succeeds J. D. Stewart, Jr., Louisville, Ky., who was elected to the newly-created position of vice chairman of the board of directors. Other officers remained the same.

The positions of executive vice president held by Mr. Truitt and Dr. Russell Coleman were abolished. This action was taken when Dr. Coleman resigned to become president of the newly formed Sulpher Institute.

Food Brokers To Hold Management Conference

Final plans for NFBA's first Food Brokers Management Conference are now being completed. This announcement was made by Watson Rogers, president, National Food Brokers Assn. The conference will be held in Washington, D. C., May 19-20. Attendance is limited to top management of NFBA food broker firms.

The program will include both professional management development presentations and food broker panels.

See this space next month for our regular every-other-month department:
Food Merchandising

NEW OFFICERS AND DIRECTORS of California Freezers Assn., are shown (l. to r., seated): Ken Eberts, vice president, Stokely-Van Camp, Inc., Oakland; Howard E. Lemon, president, Sacramento Frosted Foods, Inc., Sacramento; Kenneth R. Rankin, treasurer, John Inglis Frozen Foods Company, Modesto; (standing) Tad Tomita, Naturipe Berry Growers Association, San Jose; Lee Warner, Santa Fe Berry Packers, Inc., Beverly Hills; Karl Brendlin, Brendlin-Rice, Inc., San Luis Obispo; James S. Lawless, Frosted Fruit Products, Los Angeles; Brewster B. Broadwell, Oxnard Frozen Foods Cooperative, Oxnard; Thomas B. House, secretary-managing director, California Freezers Assn., San Francisco; Vernon Gross, Spiegl Farms, Inc., Salinas; and Robert G. Free, California Consumers Corporation, Los Angeles. The organizaiton formerly was named Western Frozen Food Processors Assn.

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FOR SALE—Kettles, Tanks, Fillers, Filters, Labelers, Pumps, Mixers, Case Gluers and Sealers, Vacuum Pans, etc. Send us your inquiries and list of idle equipment. Loeb Equipment Supply Co., 830 W. Superior St., Chicago 22, Ill.

GOVERNMENT SURPLUS Steel Cots $6.50 and $9.50; Canvas Cots, heavy duty $4.50; Mattress covers new $2.00 each; O. D. Blankets, repaired $4.50 each; Rubberized Containers, 16 x 20 x 11, collapsible—straps $5.00 each; Refrigerator clothing—Harris Machinery Warehouse, 511 30th Avenue S.E., Minneapolis 14, Minn.

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For Sale—F. M. C. Sweet Corn Picker, purchased new in 1959, used only 3 weeks. For H or M International Tractor. Box 2560.

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For Sale—Kettles, Tanks, Labelers, pumps, fillers, filters, mixers, vacuum pans, case gluers and sealers, cappers, etc. Address all inquiries and send list of surplus equipment. Ace Equipment Co., 6825 S. Kenwood Ave., Chicago 37, Ill.

RIGGING EQUIPMENT, lift trucks, slings, miscellaneous gear for materials handling, fishing or cannery. SALES OR RENTALS. Seattle Stevedore, 1200 Westlake North, Seattle 9, Wash. Main 4-5452.

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COMING EVENTS CALENDAR

May

1-4—**Super Market Institute**, 22nd annual meeting, Auditorium, Atlantic City, N. J.

3—**New England Frozen Food Distributors Assn.** and **Connecticut & Western Massachusetts Food Brokers Assn.**, 3rd annual Eastern Frozen Foods Conference, Statler-Hilton Hotel, Hartford, Conn.

3-5—**Industrial Waste Conference**, Purdue Memorial Union Bldg., Lafayette, Ind.

11-13—**California Olive Assn.**, industry technical conference, Casa Munras, Monterey, Calif.

13-14—**National Frozen Food Distributors**, directors meeting, Cloisters, Sea Island, Ga.

15-19—**Institute of Food Technologists**, annual meeting, Fairmont Hotel and Masonic Temple, San Francisco, Calif.

16—**Maine Sardine Packers' Assn.**, annual meeting, Penobscot Hotel, Bangor, Me.

19-25 or 29—**Institute of Food Technologists**, Pacific Rim Conference, Princess Kaiulani Hotel, Honolulu, Hawaii.

19-20—**National Food Brokers Assn.**, food brokers' management conference, Shoreham and Sheraton Park Hotels, Washington, D. C.

20—**Vegetable Crops Field Day**, University of Calif., Davis.

22-25—**American Spice Trade Assn.**, annual convention, Shawnee Inn, Shawnee-on, Delaware, Pa.

24-26—**American Society of Quality Control**, annual convention, San Francisco, Calif.

June

1-3—**National Food Distributors Assn.**, 33rd annual convention, Statler Hilton Hotel, New York City.

4-6—**Michigan Canners & Freezers Assn.**, spring meeting, Park Place Hotel, Traverse City, Mich.

5-9—**Assn. of Food & Drug Officials of the United States**, 64th annual national conference, Baker Hotel, Dallas, Texas.

9-10—**Canadian Institute of Food Technology**, 3rd annual conference, Royal Alexandra Hotel, Winnipeg, Manitoba.

10—**Walnut Day**, University of Calif., Davis.

11—**Almond Day**, University of Calif., Davis.

12-16—**National Assn., of Retail Grocers**, annual meeting, Dallas, Texas.

15-18—**Processed Apples Inst.**, annual meeting, Greenbrier Hotel, White Sulphur Springs, West Va.

16-18—**Shrimp Assn., of the Americas**, annual meeting, Mexico City, Mexico.

20-21—**Ohio Canners Assn.**, spring meeting, Catawba Cliffs Beach Club, near Port Clinton, Ohio.

20-22—**Grocery Manufacturers of America**, midyear meeting, Greenbrier Hotel, White Sulphur Springs, West Va.

20-24—**Bio-Oxidation of Organic Wastes Theory and Design**, 5th course, Dept. of Civil Engineering, Manhattan College, N. Y.

28-July 1—**American Home Economics Assn.**, 51st annual meeting and exposition, Denver Auditorium, Denver, Colo.

July

6-22—**Indiana Canners Assn.**, technicians school, Purdue University, Lafayette, Ind.

7-8—**Tri-State Packers Assn.**, annual summer outing, Miles River Yacht Club, St. Michaels, Md.

14-15—**National Kraut Packers Assn.**, annual meeting, Catawba Cliffs Beach Club, Catawba Island, Ohio.

19-21—**Western Packaging & Materials Handling Exposition**, Pan Pacific Auditorium, Los Angeles, Calif.

19-25 or 29—**Institute of Food Technologists**, Pacific Rim Conference, Princess Kaiulani Hotel, Honolulu, Hawaii.

19-20—**National Food Brokers Assn.**, food brokers' management conference, Shoreham and Sheraton Park Hotels, Washington, D. C.

22-25—**American Spice Trade Assn.**, annual convention, Shawnee Inn, Shawnee-on, Delaware, Pa.

24-26—**American Society of Quality Control**, annual convention, San Francisco, Calif.

Merchandising Calendar

June 1-Aug. 31: Kraut Salad Season (Natl. Kraut Packers Assn., 202 So. Marion St., Oak Park, Ill.).

June 16-25: Natl. Mayonnaise and Salad Dressing Week (Mayonnaise and Salad Dressing Mfrs. Assn., 332 S. Michigan Ave., Chicago 4, Ill.).

July 1-31: Natl. Iced Tea Time (Tea Council of the U.S.A., 16 E. 56th St., New York, N. Y.).

July 1-31: Natl. Hot Dog Month (Natl. Hot Dog Month Council, 3520 S. Morgan Ave., Chicago 9, Ill.).

July 1-31: Natl. Picnic Month (American Bakers Assn., 20 N. Wacker Dr., Chicago, Ill.).

July 31-Aug. 2: Maine Seafoods Festival.

Aug. 1-31: August is Sandwich Month (Wheat Flour Institute, 309 W. Jackson Blvd., Chicago 6, Ill.).

Aug. 1-31: Pickles-Natl. Sandwich Month (Natl. Pickle Packers Assn., 202 So. Marion St., Oak Park, Ill.).

Aug. 4-13: Natl. Green Olive Week (Theo. R. Sills & Co., 39 So. LaSalle St., Chicago 3, Ill.).

Aug. 15-Oct. 31: Cherry Dessert Time (Natl. Red Cherry Inst., 35 E. Wacker Dr., Chicago 1, Ill.).

Sept. 1-30: Natl. Better Breakfast Month (Cereal Institute, Inc., 135 So. LaSalle St., Chicago 3, Ill.).

Sept. 18-25: Cranberry Harvest Festival (Edaville Railroad, Rupe Wunschel, South Carver, Mass.).

Sept. 25-Oct. 1: 100% Pure Maple Syrup Week (100% Pure Maple Syrup Insti., St. Johnsbury, Vt.).

Oct. 1-31: Natl. Rice Harvest Festival (Rice Consumer Service, Realty Bldg., Louisville 2, Ky.).

Oct. 1-31: Shrimp Fiesta (Special Publications Serv., Frances Smith, 420 Lexington Ave., N. Y. 17, N. Y.

Oct. 1-31: October Cheese Festival (Amer. Dairy Assn., 20 N. Wacker Dr., Chicago 6, Ill.).

Oct. 9-Oct. 15: International Pizza Week (International Pizza Club, Box 213, New York 1, N. Y.).

Oct. 15-Nov. 30: Kraut - Pork - n - Apple Dinner Season (Natl. Kraut Packers Assn., 202 S. Marion St., Oak Park, Ill.).

Oct. 17-23: Natl. Fish'n Seafood Week (Natl. Fish'n Seafood Week Committee, Natl. Fisheries Inst., 1614 20th St., N.W., Washington 9, D.C.).

Oct. 24-29: Natl. Honey Week (Amer. Honey Insti., 114 N. Carroll St., Madison 3, Wis.).

I.F.T. Sections Calendar of Meeting Dates

Western

Hawaiian: May 2, noon, at Elliot's Chuck Wagon, Honolulu, Dr. Haruyuki Kamemoto, Professor of Agriculture, University of Hawaii, on "Mango."

Midwest

Chicago: May 9, 6:30 p.m. (dinner & meeting), at Midland Hotel, Chicago, Ill., Dr. Siu, Quarter Master Food & Container Inst., tentatively on "Russian Food Products."

Indiana: May 10, 6:30 p.m., at Atheneaum Club, Indianapolis, Ind., Ladies Night, on "Wines" from Taylor Wine Co.

Ohio Valley: May 6, at Winton Technical Center of P & G, Cincinnati, Ohio.

Wisconsin: May 27, 3:00 p.m., at Wisconsin Malting Co., and White House Milk Co., Manitowoc, Wis., Dr. G. N. Hartman on "Instant Non-Fat Dry Milk"—development and production.

Eastern

New York: May 12, 6:00 p.m., at Brass Rail, New York City, Miss Maye Russ, Natl. Better Business Bureau, on "Some Facts & Fancies in Food Advertising," and F. K. Lawler, editor, Food Engineering, on "European Foods and Processing." Elections.

Northeast: Next meeting will be held in the fall.

Southern

Florida: May 5, 3:30 p.m., at Anheuser-Busch Brewery, Tampa, Fla., tour of gardens and plant, ladies are invited, dinner.

What Have Cranberries and Fancy Foods Taught You?

A few weeks ago General Foods Corp., announced that it was abandoning its effort to market a line of gourmet or specialty foods.

At about the same time, Ocean Spray Cranberries, Inc., reported that it was undertaking a strong drive to sell the idea of cranberries for Easter.

These announcements were made at a time when many informed people were saying that fancy foods are on the brink of the greatest market boom in their history—and when some other people were declaring that you couldn't give cranberry products away, much less sell them.

Were the men at White Plains, N. Y., wrong . . . or those at Hanson, Mass. . . . or is there an explanation which will reconcile these two courses of action?

The GF Goal

When General Foods Corp., launched its gourmet line in the fall of 1957, after a year and a half of careful study, it announced that it hoped to add prestige to the corporate name, to find a product or two which had mass-distribution possibilities, and to make a modest profit.

In announcing the termination of the fancy food operation—except for a limited mail-order plan—Board Chairman Charles G. Mortimer said that he felt the first two of these goals had been contributed to, but that the line was still not making a profit. So, he indicated, the gourmet operation was being written off as an experiment which was, perhaps, ahead of its time.

While the abandonment of unprofitable lines happens every day in American business, time was when GF did not give up so easily. The Birds Eye frozen food operation—which, incidentally, brought the firm its name—was carried on for years at a loss, although the problems of distribution would seem to have been much more difficult to overcome. From the viewpoint of an outsider, the fancy food activity would appear to have been worth carrying on longer.

The Cranberry Story

How much more difficult does the situation seem in the cranberry field.

Here is a company which, by sound merchandising work, had built its 1959 canned sales up to a volume 22% ahead of the previous season, but which in one day had all of this effort nullified because the federal government found—in less than 2/10ths of one per cent of the cans and jars examined—traces so minute as to be hardly recognizable of a material which in some but not all cases had appeared to induce cancer in rodents.

The extent of the disaster can be seen from the fact that Thanksgiving holiday sales were no more than 25% of the anticipated volume, and Christmas purchases not over 50%.

Yet Ocean Spray launched its Easter drive.

The major difference between the circumstances of General Foods and of Ocean Spray is not size, or type of product, or skill of management, or even company policy. One of my food packer friends expressed it simply, and very well.

"Ocean Spray," he said, "is hungrier."

The Vital Spark

While officials of the White Plains organization are of course eager to succeed, and undoubtedly have worked long and hard to make the gourmet department a profitable venture, they have not been confronted with the sink-or-swim situation of the Massachusetts cooperative. They could afford to give up in this instance, because GF is also supported by sales of such internationally known products as "Jell-O," "Birds Eye," "Baker," "Maxwell House," "Post," and "Log Cabin."

Ocean Spray, on the other hand, has its entire future bound up in its success in marketing cranberries. Even further, most of its stockholders have their futures heavily or almost completely involved in this same merchandising problem, apart from their ownership interests.

The Wise Course

I think, therefore, that the cranberry co-op did just right in undertaking this Easter event. The returns are not in at this writing, but I believe—and I hope and pray, too—that they will be favorable. I am sure that the good wishes of every other member of the processed food business has been with Ocean Spray in the drive.

We can all learn some lessons from the experiences of these two organizations. "Don't be a one-product firm," some of you suggest, and there may be some merit in this point. "Watch out for spray residues," you urge, and certainly this is mandatory.

However, there is still another thought that we should underline in our minds, and that is the need for every packer to be concerned with marketing.

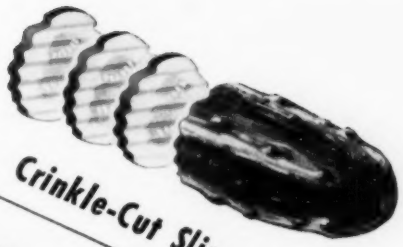
Selling Years Lie Ahead

Too many processors, especially smaller ones, are content to be packing firms only, leaving the entire sales job to your brokers or your private label customers. The brokers will work hard, but they shouldn't be asked to do the whole job. And the buyer's labels organizations have their own interests and goals, which are not necessarily the same as your own.

So get hungry! Decide you want more business. Then get out on the firing line (make calls with your brokers, check with chains and wholesalers, stand a few watches in retail stores) and find out what you have to do to get that extra volume. And then, if the reward is worth the effort, go after it.

El Stark
Editor

How do you like 'em ?



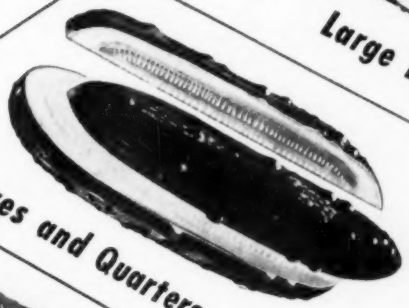
Crinkle-Cut Slices

Bread and Butter Slices

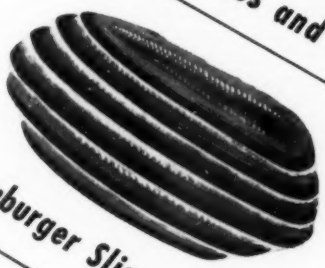
Hamburger Slices

Small Dices for Relish

Large Dices



Halves and Quarters



Hamburger Slices

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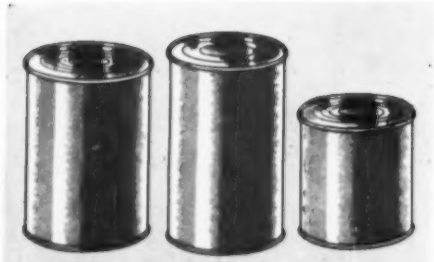
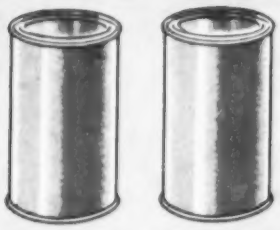
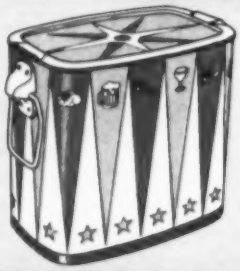


CANNED FOODS

FROZEN FOODS



BEER



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